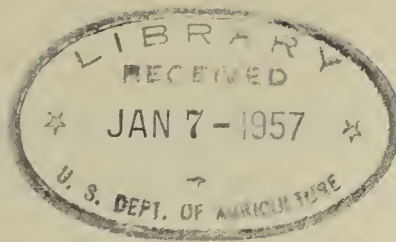


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WESTERN REGIONAL CONFERENCE

Oregon State College  
Corvallis, Oregon

May 14 - 17, 1956

United States Department of Agriculture  
Federal Extension Service  
Washington 25, D. C.

AEP - 72 (4-56)



Sunday Evening (May 13) - Benton Hotel

5:00 Registration  
6:00 Oregon Welcome

Monday Morning (May 14) - 208 Memorial Union

OUR ROLE IN MARKETING

Chairman - Mabel C. Mack  
Assistant Director of Extension, Oregon State College

8:30 Janus

Mabel C. Mack, Oregon  
Gale Ueland, Federal Extension Service

The Place of Marketing Information for Consumers in the  
Overall Extension Program

F. L. Ballard, Associate Director of Extension  
Oregon State College

The Aims of Marketing Information Programs for Consumers

Sharon Hoobler, Federal Extension Service

10:00 Recess

10:30 The Marketing Information Program for Consumers As We See It

Moderator: Jean W. Scheel  
Assistant Director of Extension, Oregon

Panel Members: Alvin Carpenter  
Assistant Director of Extension, Utah

Roland Groder  
Marketing Specialist, Oregon

E. W. Harvey  
In Charge, Seafoods Laboratory, Oregon

Helen Prout  
State Leader of Home Economics, Washington

G. Burton Wood  
Head, Dept. of Agricultural Economics, Washington

Announcements

12:00 Lunch



Monday Afternoon - 208 Memorial Union

CREATIVE PROGRAMING

Chairman - Helen Prout  
State Leader of Home Economics, Washington

1:15      How to Keep Your Program Growing

Moderator:          Gale Ueland, Federal Extension Service

Panel Members:    Dorothy Sherrill, Oregon  
                      Beatrice Tanielian, Utah  
                      R. M. Turner, Director of Extension, Washington  
                      Carlton E. Wright, New York

2:15      Discussion

Leader:    Mabel C. Mack, Oregon

3:00      Recess

3:15      Synopsis

Announcements

3:30      Meeting of Committees:

Training - Room 212

Research - Council Room

5:00      Adjourn





Tuesday Morning (May 15) - 208 Memorial Union

SOURCES OF MARKETING FACTS

Chairman - R. M. Turner  
Director of Extension, State College of Washington

8:30 Prelude

Doris Urquhart, Washington

What Information Do You Need? Where Can You Get It?  
How? When?

Moderator: Alvin Carpenter  
Assistant Director of Extension, Utah

Panel Members: Carlton E. Wright, New York  
Marion Thomas, Agricultural Economist, Oregon  
Ruth Hodgson, Federal Extension Service  
Helen Goodrich, California

10:00 Recess

10:30 A Way to File Your Information

Ruth Tippetts, Utah

Information Others Can Give You

Moderator: Charles W. Smith  
Assistant Director of Extension, Oregon

Panel Members: Ed Coles, Secretary, Oregon Cattlemen's Assn.

G. Chester Freeman, Chief, Food Trades Branch  
Agricultural Marketing Service, USDA

J. F. Short, Director  
Department of Agriculture, Oregon

Glen Silverthorne, Tops All Foods  
Portland, Oregon

Announcements

12:00 Lunch



Tuesday Afternoon - 208 Memorial Union

WAYS TO REACH THE PUBLIC

Chairman - William Y. Fowler  
Livestock Marketing Specialist, Oregon

1:15      How to Market Your Information

Arnold Ebert, Agricultural Information Chairman  
Oregon State College

Milt Foland, Director, Portland Office  
Pacific National Advertising Agency

Emma States, Home Economist  
Pacific Kitchens, Seattle, Washington

3:00      Recess

3:30      Visual Ideas

Donald T. Schild, Federal Extension Service

Announcements

5:30      Adjourn



Wednesday Morning (May 16) - 208 Memorial Union

WAYS TO GATHER, INTERPRET, AND DISTRIBUTE INFORMATION

Chairman - Frances Clinton  
State Leader, Home Economics Extension, Oregon

8:30 Prelude

Dorothy Sherrill, Oregon  
Zelma Reigle, Oregon

9:00 Case I

Ruth Hodgson, Federal Extension Service  
Doris Urquhart, Washington  
Charles M. Fischer, Poultry Marketing Specialist, Oregon  
Gale Ueland, Federal Extension Service

10:15 Recess

10:45 Case II

Carlton E. Wright, New York  
Ruth Tippetts, Utah  
Ruth Hodgson, Federal Extension Service

Announcements

12:00 Lunch



Wednesday Afternoon - 208 Memorial Union

FACTS TO FIT THE NEED

Chairman - Mary Loughead, Montana

1:15 A View of Our Wares

Chairman: Constance Burgess, California

Participants: Ruth Hodgson, Federal Extension Service  
Dorothy Sherrill, Oregon  
Beatrice Tanielian, Utah  
Carlton E. Wright, New York

Announcements

2:30 Recess

3:00 Committee Meetings

5:00 Adjourn

Wednesday Evening

7:00 Dinner - Benton Hotel







Thursday Morning (May 17) - 208 Memorial Union

MEASURES OF SUCCESS

Chairman - Helen Goodrich, California

8:30 Prelude

How to Evaluate Your Work

Frederick P. Frutchey, Federal Extension Service

10:00 Recess

10:30 Does Your Annual Report Do You Justice?

Gale Ueland, Federal Extension Service

Working With Our Public

O. Preston Robinson, General Manager  
Deseret News Publishing Company, Salt Lake City, Utah

Announcements

12:00 Lunch



Thursday Afternoon - 208 Memorial Union

OUR OUTLOOK

Chairman - Mary German, Washington

1:15 Your Thoughts on--

Research

Training

Janus Again

Taking Stock - Sharon Hoobler, Federal Extension Service

Marketing Futures - Alvin Carpenter, Assistant Director of  
Extension, Utah

Announcements

3:15 Adjourn



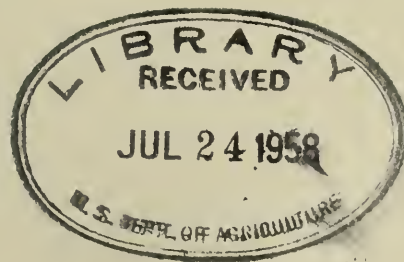
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**M-I-C**

MARKETING INFORMATION FOR CONSUMERS



Report of the  
Western Regional Training Conference  
Oregon State College  
Corvallis, Oregon  
May 14 - 17  
1956





The Western Region  
Programs for Consumers  
in the spring of  
Extension Marketing  
Organization and

UNITED STATES  
DEPARTMENT OF AGRICULTURE  
LIBRARY



The purposes of the

1. To develop  
of marketing

2. To train  
strong personnel

3. To help

4. To consider  
recommendations

5. To provide  
workers with

continuous exchange of ideas and materials among workers.

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The relative newness of consumer marketing work and of its personnel guided the planning of the program committee for the conference. The majority of the personnel have had less than two years' experience in the work, which has developed during the last decade.

The year 1948 marked the beginning of marketing information programs for consumers. During that year, 11 States and Puerto Rico started programs, employing 16 persons. By 1956 programs were under way in 39 States, Puerto Rico, and Hawaii, with 92 consumer marketing workers employed. (For details of the growth of the program, see the Appendix for the talk by Gale Ueland, Acting Chief, Consumer-Distributor Marketing Branch, Division of Agricultural Economics Programs, Federal Extension Service.)

The Conference Committee

Charles E. Eshbach, Massachusetts; Joseph F. Hauck, New Jersey; Miriam J. Kelley, Michigan; Viola McCain, Tennessee; Carlton E. Wright, New York; and Ruth Hodgson, Raymond C. Scott, and Gale Ueland, Federal Extension Service. Mrs. Mabel C. Mack, Oregon, served as chairman of local arrangements.

The Extension Marketing Committee

Director M. C. Bond, New York, Chairman; Director L. A. Bevan, New Hampshire; Assistant Director C. B. Ratchford, North Carolina; Marketing Program Coordinator R. C. Kramer, Michigan; Assistant Director G. Alvin Carpenter, Utah; and State Home Demonstration Leader Loa Whitfield, Ohio.

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This report is in two main sections. The first includes summaries of the talks and other presentations, session by session. The second section is the Appendix. The specific materials distributed during the sessions are referred to in the session summaries. Reference notes at the end of each summary point out the texts of talks and details on the materials distributed which you will find in the Appendix.



## OUR ROLE IN MARKETING

(Summary of May 14 Morning Session)



Our role in marketing reflects an evolution in the development of the Extension Service, according to Associate Director F. L. Ballard of Oregon. We have broadened our base from working primarily with farm groups to including urban people. Director Ballard sees the marketing information program for consumers as an opportunity to develop new outlets for agricultural products, to encourage better understanding of marketing by consumers, and to help consumers make wiser

buying decisions. MIC can also help foster good public relations for agriculture.

We produce for consumption, we market for consumption, but MIC is the first organized effort to put consumers into the picture in a clearcut way, pointed out Sharon Q. Hoobler, Extension Economist, Division of Agricultural Economics Programs, Federal Extension Service. He said that MIC was primarily an outgrowth of the Agricultural Marketing Act of 1946. MIC must be developed as a part of the total marketing program in each State and as a part of the total Extension program. The set of slides Mr. Hoobler used to visualize the objectives of MIC will be available as colored film strips from the Federal Extension Service.

### MIC as Others See It

A panel made up of administrators, marketing specialists, and research workers next discussed MIC as they see it. Moderator Jean W. Scheel, Assistant Director of Extension, Oregon, opened the discussion with the question, "How can MIC be coordinated with the total Extension program?"

The first step, pointed out Roland Groder, marketing specialist, Oregon, is to be sure the entire Extension staff understands the objectives of the work. MIC is a combination of home economics and economics to help with marketing, according to G. Alvin Carpenter, Assistant Director of Extension, Utah. He went on to say that a committee from home economics and agricultural economics is needed to help steer the program.

Helen Prout, State leader of home economics, Washington, pointed out the importance of having someone responsible at the State level for guidance of the work. It was also emphasized that how well MIC is coordinated with the total Extension program depends on the way the work is introduced to all groups concerned and on the training provided the workers.

The next question the panel considered was, "What kind of information should be included in MIC?" It is important to coordinate MIC and the nutrition program, stated Helen Prout. The use of money and getting adequate nutrients tie together. Jean Scheel pointed out that MIC is an educational program. We must consider all food products, not just locally produced ones, and present the information from the consumer's point of view. Dr. E. W. Harvey, in charge, Seafoods Laboratory, Oregon, said MIC should educate people on kinds, form, sizes, cuts, use, and quality of new products. Informing people of seasonality factors and their effect on price and supply is also important, according to Roland Groder. Dr. Carpenter pointed out that the many different products involved in the MIC program make it difficult to keep up with them adequately, and so it is important to work with other marketing and production specialists in obtaining information. Kent Christensen, agricultural economist, Oregon, reminded us that we need to translate back to producers what consumers want.

The panel pointed out some of the strengths and weaknesses of the present program. Among the weaknesses was our need to provide more practical information and to include groups now missed that could use the information advantageously. Some of the strengths of the present work are (a) we are reaching a new clientele, (b) we have made progress in gaining confidence of the trade, (c) we have helped to maintain good public relations between farm and urban people, and (d) we have helped shift consumer buying to commodities in abundant supply on numerous occasions.

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**Note:** Complete talk by Sharon Q. Hoobler and details of the visuals described in this session are included in the Appendix.



## CREATIVE PROGRAMING

(Summary of May 14 Afternoon Session)

### Introducing Our Program to Others



The panel presenting ideas on how to keep MIC growing first discussed ways of introducing the program effectively to others. R. M. Turner, Director of Extension, Washington, indicated the importance of being sure that the Extension administration, supervisors, and staff members were acquainted with the work. Dorothy Sherrill, consumer marketing specialist, stated that in Oregon this was accomplished through an advisory committee. Members of this committee include administrators, supervisors, home economics personnel, and agricultural economics personnel. Beatrice Tanielian, consumer marketing agent, Utah, explained that she had called personally on the wholesalers and retailers in Salt Lake City. Dorothy Sherrill stated that the commodity marketing specialists helped her to make

contacts with producers and handlers. Administrators and supervisors helped introduce the program to the county personnel in New York State, stated Carlton E. Wright, marketing economist. The MIC workers also made personal visits to counties at the request of the counties. When introducing her program to information people, Mrs. Tanielian found it helpful to have samples of the kind of information she could provide. Dorothy Sherrill pointed out the importance of having information that was unique. Director Turner liked the idea of having some kind of visuals--slides or brochures--to help explain the program to others to show them what our program has to offer.

### Advisory Committees

The panel next discussed advisory committees. There are different kinds of advisory committees, including lay committees and technical ones. The advisory committee should have a purpose and operate in an advisory, not administrative, capacity. A technical committee can do much to help MIC workers keep in touch with new research. A lay committee can be a good evaluation tool. Copies of a Michigan State University Extension Service publication which explains setting up and using MIC advisory committees were distributed.

### Program Content and Organization

The panel also discussed the use of "good buy" lists. It was generally agreed that there is a danger in overdoing such a list, so that it ceases to provide educational material. If price is the basis for such a list, it may lack variety and interest throughout the year. The panel members indicated that consumers are interested in more than just the price of foods.

Panel members mentioned the importance of not crowding the program. A continual evaluation of activities is necessary. We shouldn't be afraid to drop some activities if they do not seem worthwhile.

The panel stressed slanting our material for specific groups. We must know our audience as a whole and as subgroups. The same information is not of equal importance to all people.

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Note: Details on material distributed during this session are included in the Appendix.

## SOURCES OF MARKETING FACTS

(Summary of May 15 Morning Session)



### Information References

Before the May 15 session began, several speakers had stressed our need for a well-defined program content. We do have a core of references we can adapt to fit our needs.

Carlton E. Wright, marketing economist, Cornell University, presented a group of Federal and national economic sources; Marion Thomas, agricultural economist, Oregon State College, listed local and State economic sources;

and Ruth Hodgson, extension economist, Federal Extension Service, reviewed Federal, national, and local home economics sources. Three annotated reference guides were distributed.

Each speaker emphasized our need to become familiar with the sources of information, eliminate those that do not apply, and use only the reliable ones. Carlton Wright stressed careful interpretation of economic materials. Extending research is our work, said Marion Thomas, and we need to check the college bulletin lists. He also alerted us to some information available from State market reviews and from the trade. Ruth Hodgson highlighted primarily the source materials available from Federal and national groups. Each of us should become familiar with our own local and State home economics materials.

### Help From Others

Others who can supply us with information include members of the State departments of agriculture, food distribution agencies, and producer and trade groups. Helen Goodrich, MIC specialist, California, believes in contacting trade representatives personally for local information. She relies on more than one organization for the information.

Ed Coles, secretary, Oregon Cattlemen's Association, highlighted the activities of the producer organization he represents. The organization



sponsors and supports legislation for appropriations to schools, colleges, and governmental departments for carrying out laws on sanitation, labeling, packaging, and grading. It also conducts various promotion activities and finances programs for consumer education.

Using a series of illustrated charts, G. Chester Freeman, Chief, Food Trades Branch, Food Distribution Division, Agricultural Marketing Service, USDA, described the activities of the Department's plentiful foods program. He explained how the plentiful foods program aims to increase the movement of abundant foods to consumers through the normal channels of trade, and how it works through the cooperation of the food trades and the informational media.

Mr. Freeman explained that the Plentiful Foods List is compiled each month by a committee representing all the agencies of the Department concerned with the national food supply. The Federal Extension Service is represented on this committee. The foods included must be in plentiful supply in most areas of the country, commonly used by most people, and generally available in retail food stores.

There are some special plentiful foods programs scheduled at times of the peak supply of a commodity and these are an intensification of the regular programs. They are conducted only on the request of the producers of foods and in cooperation with the industry's own promotional efforts.

Mr. Freeman said that his agency had fine cooperation from Extension Service people in supporting the program. He distributed a leaflet describing the work of his agency.

J. F. Short, director, Department of Agriculture, Oregon, said he represented a service organization. His department is responsible for regulating and inspecting agricultural products to help protect the consumer. He said MIC work and his are interrelated. The Department can give us information on labeling, grades and standards, and inspection. In turn, he invited us to provide the Department with information on consumer preferences.

Glenn Silverthorne, owner-manager, Tops-All-Foods, Portland, was unable to come to the conference to speak on prepackaging produce, but he forwarded a copy of his talk for this report.

#### Filing System

Ruth Tippetts, consumer education specialist, Utah, explained the filing plan developed in the New York City office. The system features a code number for each reference, illustrated in the mimeographed file index given out at the conference. The staff marks the code on the materials and files them daily, or at least once a week. The files are cleared at the end of each year and only those economic reports of lasting value are kept for future reference. The New York City system suggests one way for filing consumer marketing materials. Other offices will need to make their own adaptations.

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Note: Complete talks by Ed Coles, G. Chester Freeman, and Glen Silverthorne, and details on materials distributed during the session are included in the Appendix.

## WAYS TO REACH THE PUBLIC

(Summary of May 15 Afternoon Session)

### Our Approach

Ideas, facts, news, friendship-- these help us market our facts, according to Milt Foland, director, Portland office of Pacific National Advertising Agency. A product, or what we highlight about it, must have basic news value if we expect the public to pay attention to what we say or write. He added that we need to sell ourselves as well as newsworthy ideas.

Emma States "put her chart before her course" and illustrated how we can work with industry. Food editors, she said, are more likely to use the materials sent to them when they know the purpose of the material and are acquainted with the person sending it. As home

economist with the Pacific Kitchens in Seattle, Washington, she prepares fact sheets and photographs on pears for national distribution to food editors. MIC personnel are also eligible to receive the materials her staff and other staffs similar to hers prepare.

### Visuals That Aid

People are more likely to remember our message if we visualize it, said Donald T. Schild, Audio-visual Specialist, Federal Extension Service. We should use visuals with an awareness of their limitations and a knowledge of where and how they are the most effective.

Mr. Schild counseled us to prepare first our message and then build the visuals to fit it. We should be selective, he said, and pick the best visual techniques to get the action we want. A clever visual will go to waste if it does not relate to the action we want the audience to take.



Mr. Schild also cited the values of using real products rather than gimmicks as props. If the real product is not available or practical to use, a model of the product is often a better substitute than printed words on a card. He showed many examples of how we can make small-scale models from simple materials. He also demonstrated a variety of types of equipment to aid visualization. Supplementary materials on visual aids were available.

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Note: Details on the materials distributed during the session are included in the Appendix.



## WAYS TO GATHER, INTERPRET, AND DISTRIBUTE INFORMATION

(Summary of May 16 Morning Session)

### Collecting Information



To illustrate principles of gathering consumer marketing information, Ruth Hodgson, Federal Extension Service, read a case study. The case illustrated mythical but realistic problems which can develop in collecting data. The consumer marketing employee in the case story had been on the job for one and a half years in a city of 100,000 population. She was a home economist with little background in marketing when she began work. She acquired knowledge of marketing by reading the literature and developing marketing

contacts, but she had numerous problems when it came to collecting information.

Some of the problems she faced were analyzed in the discussion led by Gale Ueland, Federal Extension Service. No single solution fits the problems encountered in collecting marketing data, but some general principles do apply. Recommendations developed in the discussion of the case include:

1. Establishing rapport with sources of information by making the purposes of our program clear and by being sincere.
2. Developing a long-range plan of topics to schedule the times of the year to emphasize a specific subject, to know the main sources of local and distant supplies, and in general to anticipate when foods come in and out of season on the local markets. Shipped-in produce, as well as locally grown, is important in our work, since both types are of concern to consumers.
3. Developing a short-run plan to keep informed of current supplies on the local markets. Wholesalers, market news people, and county agents can all help to keep us up to date on the local situation. Local information can then take a significant place with the national and regional information.

4. Evaluating sources to find those which are most valuable. We need a well-rounded set of sources to avoid bias and to distribute information which doesn't duplicate that issued by other agencies.
5. Taking care when collecting research material to avoid the problem of talking about a product that is not available and in so doing creating a false demand.
6. Knowing subgroups in our community and collecting material related to their interests. Considering specific groups, such as the working homemakers or the low-income families, can give our material more direction and acceptance.
7. Keeping a permanent record of retail price data so that comparisons from year to year are easy and quick to make.
8. Keeping a permanent record of weekly releases and radio and television scripts to avoid duplication and to provide a better basis for using a fresh slant when the time comes to discuss again a particular topic.

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Note: A check list for retail prices was distributed during the discussion and more information about it is included in the Appendix.

### Interpreting and Distributing Information

The second case, read by Carlton E. Wright, New York State, featured principles of interpreting and distributing marketing information to consumers. The case concerned a specialist located in a city some distance from the State college, a fact that made it rather difficult for her to check on her program with the college extension and resident staff.

Discussion of the case, led by Ruth Hodgson, centered on these principles:

1. Understanding what market reports to use, how to interpret the terminology, and how to localize the material.
2. Determining the amount of emphasis to give various commodities by the use of a long-range plan.
3. Making fair cost comparisons by not playing one commodity against another and by documenting price sources.
4. Interpreting nutrition information so that it relates to consumer interests and contributes to efficient marketing.

5. Emphasizing a few outstanding and newsworthy ideas about any topic. We need an "angle" or "pitch" to interest our audience.
6. Improving the "good buy" lists by defining the basis on which items are put on the list, by giving attention to other factors than price in determining the makeup of the list, by making the list more specific, and by critical evaluation of the items featured week after week.
7. Considering the "good buy" list type of information as only a part of the total marketing information program for consumers and keeping time and effort devoted to that phase of the work in the right proportion.
8. Establishing a service on which others can depend. For example, a release to a newspaper must meet the editor's deadline and contain accurate information if the editor is to have confidence in the program.

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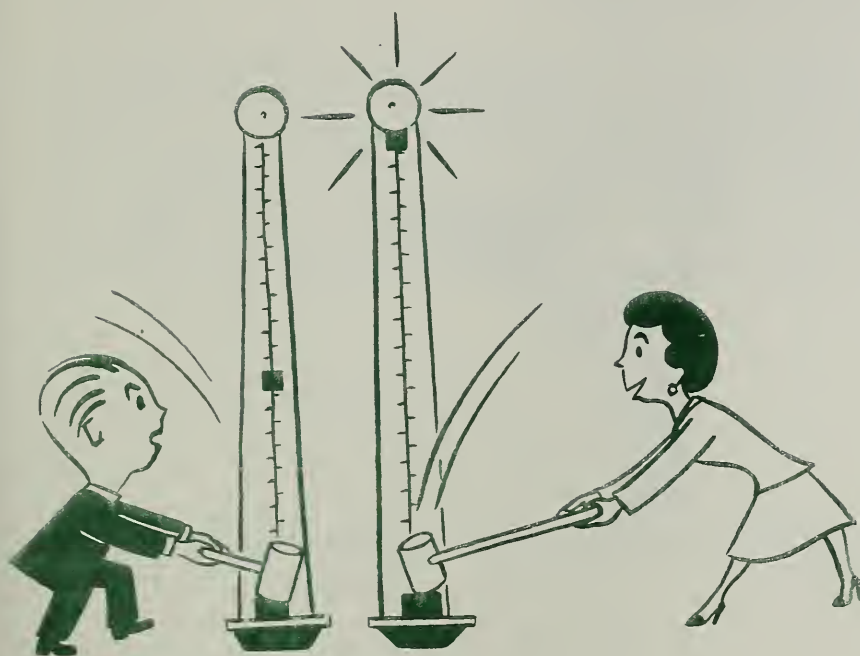
Note: A Food Value Chart was distributed during the discussion of this case and further details about it are in the Appendix.





## FACTS TO FIT THE NEED

(Summary of May 16 Afternoon Session)



A series of speakers showed their "wares" to illustrate different ideas and techniques found to be successful on several consumer marketing programs.

### Consumer Meetings

Dorothy Sherrill, consumer marketing specialist of Oregon, spoke about the types of titles she uses for consumer meetings. She said titles make a difference--clear but provocative ones help to attract attendance at meetings.

She found homemakers interested in meetings labeled with such titles as "New Trends in Foods"

and "Too Much Month at the End of the Money." She found men shoppers also interested in marketing information. At a meeting entitled, "Mr. Consumer," she presented a series of recorded interviews with men shoppers in local grocery stores.

### Weekly Release

The development of her weekly release, its use, and its distribution was explained by Beatrice Tanielian, consumer marketing agent, Utah. She kept tab of her materials appearing in the Salt Lake Tribune and displayed a set of clippings. She also explained the results of a survey she made to find out how readers react to the news articles.

### Materials for Small Institutions

A couple of publications produced by the food-marketing program at Cornell University were detailed by Carlton E. Wright, marketing economist. One, Highlights Kit, resulted from a direct request of home demonstration agents. The agents wanted a kind of traveler's tool to use when introducing the New York State weekly food-marketing release to small institutions. They believed in personal contact with personnel in small institutions to be sure the release was understood and used. The second publication was a printed bulletin for food buyers in nursing homes. The guide grew from a

study of the food-buying needs of some of the institutions in New York State. Copies of both the kit and the bulletin were distributed.

#### Puerto Rican Leaflet

Most of us have special interest groups in our audience. Ruth Hodgson, Federal Extension Service, explained how the New York City office developed a leaflet for Puerto Ricans, recent arrivals in large numbers in the city. She explained some of the food-buying problems of this group, a group still closely linked in food likes and habits to the culture of their native home. She explained reasons for the content and format of the bilingual marketing leaflet, How Maria Bought a New Dress--The Story of a Careful Food Shopper. Copies were available.

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Note: Details of the materials distributed during this session are included in the Appendix.

## MEASURES OF SUCCESS

(Summary of May 17 Morning Session)



Introducing the session, Irvin C. Feustal, Extension Utilization Specialist, showed some of the new products--orange, tomato, and potato powder--developed at the Western Utilization Research Branch. He cited two purposes of extension work in utilization, (a) to assist in carrying out research results and (b) to bring back pertinent problems to research workers. He said personnel in the four regional laboratories would like to cooperate with us, to tell us about new products, and to help us interpret the news in a reliable way. He distributed a brochure explaining utilization work.

### Evaluation - "Do-It-Yourself" Style

How to plan, conduct, and use an evaluation study was described by Frederick P. Frutchey, Chief, Teaching Methods Research Branch, Federal Extension Service. He explained the "do-it-yourself" technique, using a food-marketing news release to illustrate 10 steps in evaluation. He said that the extension staff in State colleges usually has an evaluation specialist who can help us set up studies. He distributed copies of a suggested method of analyzing a news release and other supplementary materials.

### Fashions in Reporting

The part annual reports play in evaluating consumer marketing work and in explaining the program to interested Federal groups was discussed by Gale Ueland, Federal Extension Service. She explained the new outline for preparing annual reports and distributed copies of it.

We tell well what we did, but we seldom offer examples to prove how we actually influence consumers, Miss Ueland said. She suggested linking the annual report to the plan of work and including in it specific examples of changes in consumer behavior resulting from the program.

### The Key to Successful Public Relations

We will have no difficulty in reaching people if they are interested in what we have to tell them, commented O. Preston Robinson, general manager, Deseret News Publishing Company, Salt Lake City. Causing others to accept a new idea or to change an attitude is a matter of persuasion. The successful persuader has an understanding of people--what they like, how they react. He has a thorough knowledge of the subject that he presents. As a key to successful public relations, Mr. Robinson stressed building personal worth in others by giving sincere compliments, giving earned recognition, being a good listener, expressing ourselves effectively, and making a memorable personal presentation. Mr. Robinson distributed copies of a printed card, The Ten Commandments of How to Get Along With People.

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Note: Talks by Dr. Frederick P. Frutchev and Mr. O. Preston Robinson and details about the materials distributed during the session are included in the Appendix.



## OUR OUTLOOK

(Summary of May 17 Afternoon Session)

### The Conference

"Taking stock," Gale Ueland, Federal Extension Service, presented highlights of the conference. She emphasized the following points:

1. MIC is part of an Extension marketing team.
2. We should seek consumer support, since it lags behind producer support.
3. We need to develop unique information.
4. Our material should be accurate and newsworthy.
5. If we organize our work well, we can find time to really think about the ideas we present.
6. The "rifle" approach of aiming for a specific audience has advantages over a diffused approach.
7. We must continually evaluate our work, in the light of the objectives of our program.

### The Future

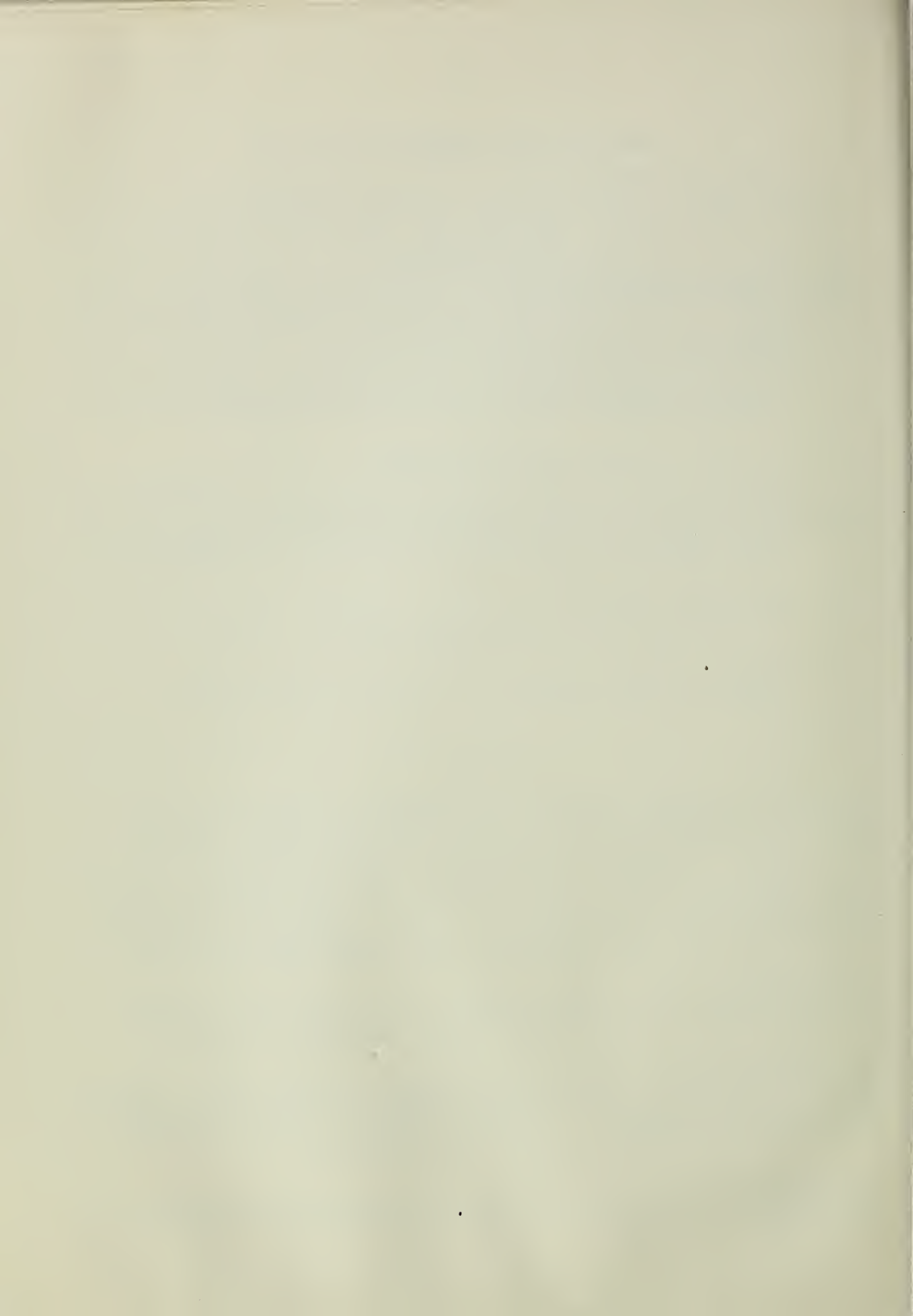
Marketing agricultural products is big business, according to G. Alvin Carpenter, assistant director of the Utah Extension Service. He said more people are now employed in marketing and processing food than in producing it. He cited some of the general trends in marketing. He spoke of the increase in numbers of consumers each year, the accelerated move toward urban living, the increase in the number of employed married women, the demand for more marketing services, the mechanization of the self-service retail store, and the growth of the national advertising budget.

"The consumer is king." Understanding the market thinking of consumers is of top priority to all who work with food marketing. We must match our material with the needs, wishes, and the resources of consumers.

Dr. Carpenter said we should build our program on teamwork between specialists and departments in our land-grant colleges and with people in the trade and in mass media positions. He closed his comments with 10 suggestions for the future development of consumer marketing work.

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Note: Complete talk by Assistant Director G. Alvin Carpenter is included in the Appendix.



## APPENDIX



FROM '46 TO '56

Gale Ueland, Acting Chief  
Consumer-Distributor Marketing Branch  
Division of Agricultural Economics Programs  
Federal Extension Service, USDA

After the passage of the Research and Marketing Act of 1946, the Extension Service proceeded immediately to set up plans and procedures in cooperation with the States to carry through the Extension responsibilities as delegated in the act. Following enactment of the act, through the efforts of such people as H. M. Dixon, Director of the Division of Agricultural Economics Programs of the Federal Extension Service, M.L.Wilson, then Director of the Federal Extension Service, and E. A. Meyer, Administrator of the RMA Act, plans were developed for establishing work in this field. At the suggestion of Dr. Meyer, the Extension Service established a National Extension Marketing Committee. This committee serves in an advisory capacity to the Extension Committee on Organization and Policy and to the Co-operative Extension Service in developing Extension's overall marketing program. They consider such things as--

1. Extension's relation to the marketing of agricultural products.
2. The scope of the marketing field for extension.
3. The sub-fields in which extension projects might logically fall.
4. The method of procedure in developing projects under the act.
5. Attributes of a good extension marketing project.
6. The need for developing means to measure the effectiveness of the program.
7. Training personnel for the marketing field.

This committee meets twice a-year and has representatives on it from each region of the country. The first meeting of the committee was held in 1948 with Director L. A. Bevan, New Hampshire, as chairman. Director Bevan served as chairman until 1955, at which time he resigned and Director M. C. Bond of New York was appointed chairman. Other members of the committee at the present time are Director James Dayton, Massachusetts, Assistant Director C. B. Ratchford, North Carolina, Assistant Director Alvin Carpenter, Utah, Extension Marketing Economist R. C. Kramer, Michigan, and State Home Demonstration Leader Loa Whitfield, Ohio.



In 1948 the first marketing information programs for consumers got under way. In that year 11 States plus Puerto Rico started programs. There were 16 consumer marketing workers on the job. Of these 16, five are still working in this field. They are Russell Hawes, Maryland; Miriam Kelley, Michigan; Mildred Smith, Connecticut; and Mary B. Wood and Carlton E. Wright, New York. Dr. R. C. Scott was also one of these 16 and is with us today in a different capacity--Assistant Director of the Division of Agricultural Economics Programs, Federal Extension Service.

The next significant development occurred in March 1950, when the first and only national conference for workers on marketing information programs for consumers was held in Louisville, Ky. Twenty-three marketing workers attended that conference, 13 of whom are on the job today. People who attended that conference who are here today are Director Bevan, Charley Eshbach, Russell Hawes, Lucy Sheive, Mildred Smith, Irene Wolgamot, Mary Wood, and Carlton Wright.

By 1952, twenty-five States and Puerto Rico had programs, and there were 34 workers.

Now in 1956, there are programs in 40 States, Puerto Rico, and Hawaii, and 92 consumer marketing workers.

I'd like to give credit to the planning committee which, together with the National Marketing Committee, developed plans for these three regional conferences. Members of the planning committee were Miriam Kelley, Michigan; Viola McCain, Tennessee; Joseph Hauck, New Jersey; Charles Eshbach, Massachusetts; Carlton Wright, New York; and members of the Federal Extension Service.

## THE AIMS OF MARKETING INFORMATION PROGRAMS FOR CONSUMERS

S. Q. Hoobler  
Extension Economist  
Division of Agricultural Economics Programs  
Federal Extension Service, USDA

This program has developed rapidly. From its beginning, with the first project in 1948, it has grown to the point where projects are in operation in metropolitan areas where over 50 percent of our people live.

It is doubtful if there is any other extension program with as high a degree of morale among specialists and agents as this one and such eagerness to succeed. You are imaginative people who are, and must continue to be, on the lookout for new ideas, new methods, new information, new approaches, and new audiences.

Your support is widespread. Consumers see where they can gain, through timely information about food, understanding of the marketing system and services performed and better utilization of food. Marketing firms, particularly retailers and wholesalers, see where this program benefits them by having radio and television programs and food articles in the newspapers in line with seasonal supplies. The farmer sees where he gains through informing the consumer about his products when they are in most abundant supply. Since this program is carried on essentially through mass media, it is possible to conduct the work at a relatively low cost compared with other extension work.

As you know, the spark that developed most of the activity in this field was the passage by Congress of the Agricultural Marketing Act of 1946. Most of the work in this field today is conducted under Agricultural Marketing Act projects. It is therefore important that we understand the intent of the act as it concerns our work. We also need to understand the objectives of the work as developed by the Extension Marketing Committee and approved by the Extension Committee on Organization and Policy if we are to fulfill our educational responsibility given to us under this act.

In part the act states, "It is further declared to be the policy of Congress to promote...a scientific approach to the problems of marketing, transportation, and distribution of agricultural products similar to the scientific methods which have been utilized so successfully during the past 84 years in connection with the production of agricultural products so that such products capable of being produced in abundance may be marketed in an orderly manner and efficiently distributed."

Section 203 of the act states that, among other things, "the Secretary of Agriculture is directed and authorized...to conduct and cooperate in consumer education for more effective utilization and greater consumption



of agricultural products provided that no money under the authority of this act shall be used to pay for newspaper or periodical advertising space or radio time in carrying out the purposes of this Section... ."

It is clearly evident that the marketing information program for consumers was meant to be a part of the total marketing program and a very important part. (The State budgets for this work amount to slightly more than 30 percent of the total AMA budget.) To be most successful in the long run, we believe that this program should be developed as a part of the overall extension marketing program rather than as a separate or independent program or as a part of some other program. Maximum achievements on these and other marketing projects can be realized only when there is close cooperation and coordination among individuals assigned to all marketing projects. Information accumulated in work with one segment of the marketing system can be of value to other segments. Information from the commodity marketing specialists and agents, for example, can be of great value to those working on the marketing information program for consumers in understanding the marketing system for specific products, consumer demand, fluctuation in supplies, and outlook. There is need to help reflect consumer demands back to the marketing firms and farmers, and you have an important role to play in this area through working with those assigned to other marketing projects. We must always be aware that we are a part of the overall extension program and that this and other segments of the marketing program should be related to other parts of our total extension program.

It is also fairly evident that Congress was primarily concerned with the benefits this act would bring to agriculture. Among other things, the Congress stated that work under this act should result in the improvement of marketing methods and facilities, the reduction of distribution costs, and narrowing of the spread between the producer and the consumer, improvement in dietary and nutritional standards, and the development of wider markets for agricultural products. It was obvious to those responsible for developing policies under which this program has been developed and conducted that we would fail in obtaining the results expected of us unless our marketing information program for consumers was consumer oriented. In the long run, what is good for the consumer is likely to be good for agriculture. If we are objective in our work and present the facts necessary to help consumers make rational decisions based on their resources and needs, our program will continue to receive the support of consumers, farmers, and marketers.

The heart of this program is economics--helping people to choose among alternatives. This involves the economic interpretation of basic information on supplies, quality, competing products, selection, care, use, marketing margins, marketing trends, and so forth. Therefore it is important that this program be tied very closely to commodity marketing, outlook, and other marketing information programs. We must remember, however, that in presenting our material we will likely fail miserably

unless it is presented in terms of the consumer's interest and in a manner in which it is understood. We must "dress up" our information if it is to be used by those not eagerly waiting to be educated.

Now that we have discussed the intent of Congress and some of the considerations in developing this program, let's review the objectives of our work as spelled out last year by the marketing subcommittee of the Extension Committee on Organization and Policy. In doing so, we should keep in mind that this is not a total consumer education program and cannot be developed as such under the Agricultural Marketing Act. Ours is a part of the total Extension marketing program and our achievements should be measured in terms of the effects of our program on the marketing of agricultural products from the viewpoint of producers, marketers, and consumers.

Broadly speaking, the objective of this program, as developed out of experience in the States by the marketing subcommittee of the Extension Committee on Organization and Policy and the Federal Extension Service, is to help improve the welfare of consumers, farmers, and marketers. The welfare of each group is improved by the following objectives:

I. To aid in the orderly marketing of agricultural commodities by--

A. Helping to move normal and abnormal supplies.

One of the important features of this program is the dissemination of supply and price information--both current and long range. We need to make greater use of outlook information on future supplies of specific commodities. For example, those who own locker space or a freezer are interested in knowing when supplies of beef are likely to be greatest or when they should plan to freeze peaches. This information is of direct value to consumers and can be very important in helping encourage the movement of a product when in heavy supply.

B. Encouraging acceptance of new and improved marketing practices.

The chances of success for a new marketing practice depend to some extent upon the understanding of consumers regarding the advantages which it offers. Consumers may be reluctant to accept a change, particularly if it involves a higher price, unless they have an understanding of the improvement in product or service. This is another important reason why this program should be tied very closely to other marketing programs in order that you may have an understanding of developments taking place in the various commodity lines. Here again we can gain more by working as a team than as isolated individuals.



C. Reporting consumer wants and needs to producers and handlers.

Through our direct contacts with consumers we should be in position to reflect consumers' wants and needs. We should be in position to reflect these wants and needs to producers and handlers either directly or through specialists and agents.

II. To assist in more effective use of agricultural products by--

A. Encouraging consumption of foods in season and in abundant supply.

It is important that we develop an understanding about seasonal fluctuations in supplies of agricultural commodities and give consumers information on the seasonality of supplies for specific commodities. This program should influence the seasonal demand for commodities. Here it seems quite important that those working on this program have a fairly good understanding of the elasticity of demand for different agricultural products.

B. Informing consumers of availability, relative cost, selection, care, value, and use of agricultural products.

This adds up to providing consumers with objective information with which they can make rational decisions and obtain greatest satisfaction from their expenditures for food.

C. Informing consumers about new products.

In our releases and radio and television programs, it is important that we watch our timing regarding new products and check for availability in our local markets.

III. To help consumers get maximum satisfaction from their purchases of agricultural products by providing them with timely marketing information and economic principles as a basis for decision making in selection, purchase, care, and use of agricultural products with regard to consumer needs and resources.

If adequate marketing information is provided and used, it should result in wiser expenditures of time, effort, and income, more rational choices, and higher levels of living.



- IV. To help consumers develop a better understanding of the marketing system, functions, and problems by providing them with information on such subjects as production situation, economic trends, marketing services, marketing costs, marketing margins, and changes in the marketing system.

An important part of our educational function is that of developing understanding. If consumers are to understand why retail prices, for example, are sticky, they must know something about marketing costs and margins. They are also interested in what may be taking place on the farm or in the marketing system which affects the products they buy in the retail store.

- V. To motivate people to adopt improved buying practices.

If our information is to be effective, it must be such that consumers who use it will change their attitudes and want to change their practices.

Let's explore our opportunities for pinpointing our program--the rifle versus the shotgun approach.

Since this is a relatively new program with which most of us have had limited experience, and since it is being beamed primarily at urban consumers, it is important that we locate the beam (our objectives) and keep on it. In doing so, we should always remember that our job is basically education.



## INFORMATION OTHERS CAN GIVE YOU

Ed Coles, Secretary  
Oregon Cattlemen's Association

As secretary of a producer organization, I work directly with producers in furnishing consumers with information regarding the commodity, beef.

A producer organization, such as the Oregon Cattlemen's Association or the Oregon Dairy Producers' Association, acts as a coordinating agency between producer and consumer. Our program is based upon the principles of supply and demand.

As producers, we need constant, up-to-the-minute information regarding consumer demands. In return, we must furnish the consumer with information regarding supply.

It is plain to see that individual producers cannot contact consumers as individuals to learn their preferences. It is also impossible for all individual consumers, even if they were of a mind to do so, to compile information relative to supplies, nutritional values, and other factors pertaining to the commodities they purchase.

It is also impossible for a commodity organization to compile all information that is needed regarding supply and demand for their products. It takes many specialists who devote full time to coordinate such a program.

The consumer information specialist is a vital segment of such a program. Now, as I understand our program here today, we are to evaluate the coordination and cooperation of the segments in relation to what can be done to improve the overall program.

First, we might review what we, as a community organization, are now doing and then what we might do to improve the program.

Things we are doing:

1. Our producers are cooperating with the USDA Agricultural Marketing Service and the Extension Service in reporting livestock numbers, cattle on feed, marketing intentions, and information regarding weights, etc. of cattle going to market.

It is beneficial to both consumer and producer to be informed of supplies. When supplies are large and the consumer is aware of such, they tend to step up their consumption of a commodity. The resulting increased consumption tends to cushion the decline in commodity price, which in turn prevents wholesale liquidation of breeding herds. This tends to even out extreme peaks and valleys in prices and supplies for both the consumer and the producer.

2. Our producer organization sponsors and supports legislation pertaining to livestock health, meat inspection, and the dumping of imports of foreign meats of inferior quality or sanitation.
3. The commodity association also sponsors and supports legislation for appropriations to schools, colleges, and governmental departments for carrying out laws of sanitation, labeling packaging, and grading, as well as financing programs for consumer education and information.
4. The Oregon Cattlemen's Association also sponsors a direct program to acquaint consumers with the health and nutritional factors of beef and meats. They also carry out programs aimed at acquainting consumers of supplies.
  - a. Next week the Oregon Cow Belles, a women's organization affiliated with the Oregon Cattlemen's Association, are sponsoring a series of TV programs in Portland to acquaint consumers with the present large supplies and health factors of beef. They are cooperating with Miss Dorothy Sherrill, our college consumer information specialist on this program.
  - b. The association cooperated with the college in conducting a series of meat-cutting and wrapping demonstrations which were carried to every major center of population in Oregon.
  - c. The association sponsors displays of meat, emphasizing grade and quality, and distributes literature regarding nutritional and health qualities of meats as well as recipes for the proper preparation of meats. Such displays are made at the State Fair, County Fairs, and Pacific International Livestock Exposition in Portland.
  - d. The Oregon Cattlemen's Association has financed extensive programs of publicizing meats by furnishing printed materials and radio and TV materials to the various news medias. Materials are also furnished meat retailers, restaurants, and directly to consumers. Meats have been furnished by the association to consumer information specialists for cooking demonstrations.
  - e. A beef cookery book was compiled and published by the Cow Belle organization.



Things we can do:

1. First, producers can further assist by making financial contributions to specialized agencies conducting informational programs for--
  - a. Greater efficiency in gathering information relative to supplies.
  - b. Conducting consumer research studies.
  - c. Hiring increased personnel for dissemination of information.
  - d. Increased publications and TV and radio time for dissemination of information.
  - e. Consultation with medical and health departments on nutritional values.
  - f. Promotional programs in competition with tobacco, soft drinks, alcoholic beverages, etc., which command a large share of the consumer's dollar and yet at the same time impair the health of our people.
2. The Oregon Cattlemen have embarked upon a program to establish a beef commission whereby all producers would contribute a fair share toward financing such a program as outlined.

I am not committing myself to what our producers will do. I only wish to bring out what they can and should do.

First, producers cannot get along without consumers, and therefore should be very much interested in what the consumer wants. It has taken time and will take more time to get all our producers to see that it is to their advantage to "produce for a market rather than produce and then endeavor to create a market." (Need for consumer research studies.)

The Extension Service originally worked for producers. They can perhaps be of even greater service to producers by also working with consumers. Consumer demands must first be known, then new and more efficient methods must be devised to meet those demands. The spread between what the consumer pays and what the producer receives is today a greater problem to producer and consumer alike than is our apparent potential ability to produce.



We must above all have a free exchange of ideas, materials, and personal and complete cooperation among producer organizations, extension people, and consumers.

As a producer organization, we should provide the finances, through legislative appropriations, commission funds, and direct contributions.

We should provide the necessary legislation regarding sanitation, inspection, grading, and so on.

We should provide opportunities for getting information specialists before producer and consumer groups.

And we should assist in supplying supplemental materials for consumer education.

3. Last, but not least, we need to strive for even greater cooperation and more efficient coordination between all segments of our industry, including producers and consumers. Our goal is perpetual in that every year we have a new crop of consumers who need and seek information.

## THE PLENTIFUL FOODS PROGRAM

G. Chester Freeman  
Chief, Food Trades Branch  
Agricultural Marketing Service, USDA

I'm glad to have this opportunity to tell you about an important activity of the U. S. Department of Agriculture in expanding the market for farm products. It's the Plentiful Foods Program, which is identified by this insignia--the cornucopia, traditional symbol of abundance.

The Plentiful Foods Program is designed to increase the movement of plentiful foods to consumers through the normal channels of trade. It serves both the producer and the consumer by working with America's great marketing system--the vital link that binds the two. That marketing system is a tremendous enterprise, composed of many segments, built by service to the Nation's people. But, huge as it is, the marketing system is a sensitive mechanism--quickly reflecting the shifts in supply...the disaster of crop failures at one extreme...the excessive bounties of nature at the other. It is equally responsive to variations in consumer demand. A smooth, oederly flow of words through the regular marketing channels assures an abundance of food for the American people. Such a flow absorbs production variations, stabilizes farm income, results in more efficient and therefore more profitable handling by the trades, and brings generous supplies of high-quality foods to consumers.

The Plentiful Foods Program helps to promote this orderly marketing by expanding the market for plentiful foods, by increasing their movement to consumers through these normal channels of trade.

The program works through the cooperation and assistance of the Nation's food trades and information media. Through their efforts, consumer attention is focused on the foods that are in plentiful supply. Their cooperation is enlisted through the staff of the Agricultural Marketing Service, headquartered in Washington with area offices in 5 of the Nation's principal markets and sub-area offices in an additional 11 markets.

Basis of the Plentiful Foods Program is the monthly Plentiful Foods List--compiled each month by the Department's Plentiful Foods Review Committee, representing all the agencies of the Department of Agriculture which are concerned with our national food supply. These committee members determine what will be designated as plentiful. They base their decision on these criteria: that to be designated for the plentiful foods list a food must be in plentiful supply in most areas of the country, commonly used by most people, and generally available in retail food stores.

The members of this committee represent the Federal Extension Service, the Household Economics Research Branch of the Agricultural Research Service, and several divisions of the Agricultural Marketing Service--Food Distribution, Marketing Information, Agricultural Economics, Outlook and Situation Board, Dairy, Fruit, and Vegetable, Grain, Live-stock, and Special Services. The information which the committee considers in making its decisions has been collected by all of the Department's fact-finding services--from crop reporters, State statisticians, market newsmen--and from State extension marketing specialists, State departments of agriculture, and from the commercial food trades.

Considering all these facts, the committee agrees on the Plentiful Foods List. Actually, there are six editions of this list--one published nationally in Washington, and one published from each of our area offices. That regionalization is to help to localize the information so as to make it of maximum usefulness. The area office regionalizes the national list, adding or deleting items according to the expected supply situation for its area. Let me call your particular attention to three things about these lists.

I want to call your attention to the monthly "features"--the one or two or sometimes three items that the committee determines to be worthy of featuring for the month. Notice also the listing of "extra emphasis" items--the items to which the Department gives extra emphasis during a particular week in its press, radio, and television releases. These items are the top plentifuls for the month, and the extra emphasis periods are selected to fit the period of maximum supply and to tie in with promotions which the industry itself conducts. These industry promotions which are associated with plentiful foods are also given a billing in the panel of Merchandising Opportunities--which is presided over each month by our standard "merchandising man" character.

These lists--with background information and merchandising suggestions--are then widely distributed to all segments of the food trades, well ahead of the month to which they apply, to help the industry to take part in the program. In addition, informational materials on the plentiful foods listed are made available to all the media serving consumers--to newspapers, radio and television stations, magazines and other publications that reach both the food trades and the general public. Through these means the news about plentifuls is carried widely to consumers.

That's the story of our regular plentiful foods activity. But beyond that regular activity, special campaigns are undertaken when foods face particularly difficult marketing problems.

These Special Plentiful Foods Programs are an intensification of the regular program and are scheduled for the period of the commodity's peak supply. They are conducted only upon the request of the producers of the foods, and in cooperation with the industry's own promotional efforts.



These are samples of the two "fact sheets" that we regularly prepare on each of these special campaigns--one is designed to encourage the food trades to take part in the campaign, the other is especially designed to enlist the support of food editors. The support of both is vital. In fact, the wide scope of the program offers opportunity for cooperation to all who are engaged in any phase of food marketing. And, because of its voluntary nature, the success of the program depends on widespread cooperation from all who have such an interest. Any success the program has enjoyed is principally a tribute to the fine cooperation we've received from the many people who have been in a position to help and who have given their utmost in cooperation.

Our food tradesmen in the Agricultural Marketing Service have the responsibility of developing support of the plentiful foods program by all segments of the food trade--wholesalers, public feeders, brokers, institutions, retailers, school feeders, trade associations, and the many other groups in the marketing system.

Complementing these efforts, our information people work with all the media--all those who write about food for consumers, and who are in a position to influence their purchases. They include the food editors of newspapers, magazines, and syndicates, the editors of trade papers and house organs, the food broadcasters on radio and television, and the food publicists for advertising agencies and public relations agencies.

Here is a roundup of some of the information techniques that we used in support of a recent campaign. The information services included advance announcements of the campaign, designed to get maximum cooperation from slick magazines and other long-advance users...fact sheets...recipe booklets...the so-called "letters" to farm paper editors, and to radio and television farm program directors...pictures for food pages...stories on the regular plentiful foods list, incorporating material on the special campaign...and separate stories on the special campaign itself...radio and television spot announcements...column fillers...special articles for USDA publications...and television program packages.

We get fine cooperation in supporting the plentiful foods program from the Extension Service, too. That cooperation stems from Washington, where all of the Federal Extension staff are of great help to us in organizing and conducting the plentiful foods campaigns. That cooperation extends out to you in the field, too, where the plentiful foods story is being carried to consumers by all who are in a position to help--the extension editors, home demonstration agents, and by the personnel working on marketing information programs for consumers. The limited space has made it possible for us to show only a bare sprinkling of the supporting materials--there are many, many more, of course.

This fine cooperation of you in Extension and the many other cooperators in the program has enabled us to make a real contribution to better marketing.

For the farmer, the program provides better markets at better returns.

For the food trades, it creates sales opportunities by stimulating consumer demand.

For the consumer, it assures the best possible value for food expenditures.

And for all the Nation, the Plentiful Foods Program promotes more efficient use of abundant food production.

That's the Plentiful Foods Program story. I'm glad to have had the opportunity to tell you about it. Incidentally, we've summarized the story of the Plentiful Foods Program in this booklet (PA-75). I hope that you'll take a copy to help you give us even more of your very valuable assistance in conducting the Plentiful Foods Program.



## PREPACKAGING PRODUCE

Glen R. Silverthorne  
Owner-Manager, Tops-All-Foods  
Portland, Oregon

The subject given me by Dorothy Sherrill, consumer education specialist, was New Trends and Methods Being Used or Anticipated by Retailers. I've settled on Prepackaging Produce, feeling that this subject is very close to your best interests since the fruit and vegetable growers represent a large percentage of the farm families, especially in the 11 Western States.

(National retail sales of fruits and vegetables through grocery stores are over 4 billion dollars.)

Many words have been spoken on produce prepackaging in the past, and many, many words have been written on this very interesting subject. It has been the main topic of conversation at all of the recent national grocers' conventions, as well as at most regional meetings. Every grocery trade magazine has had innumerable articles and great numbers of illustrations pertaining to the prepackaging of produce.

I am sure that most of us in this room can recognize the similarity between produce prepackaging now and the prepackaging of meats when it first came into its own.

There is no longer any doubt as to the value of prepackaged produce in any supermarket. There are still a number of diehards in the industry who refuse to go along on the prepackaging idea. But we had those in the meat department also. There were a number who refused to think that prepackaging of meats was here to stay. And surely none of us in this industry ever expected, 5 or 6 years ago, that meat prepackaging would become the standard method of operation in this country.

(Seventy-eight percent completely self-service, 21 percent partially self-service, 1 percent service.)

With prepackaged, self-service produce, we can accomplish what we are all trying to do, namely:

1. Increase sales.
2. Protect quality.
3. Reduce waste.
4. Have a cleaner department.
5. Speed up store traffic.
6. Create a bigger net profit.
7. Give greater savings to the consumer and a better return to the producer.

1. Increased Sales.--Since we began prepackaging our produce we have increased our sales 15 percent in the first 3 months. We know that housewives, like all the rest of us, are reluctant to see new changes affecting their shopping habits, but the figures are factual.

One factor often overlooked, but so important in any store with limited selling space, is that prepackaging increases the selling space because all the waste has been trimmed away and, therefore, the counters can display more saleable produce and thus permit a wider range. Limited selection means limited sales. Tube tomatoes, packaged spinach, packaged sprouts, and so on, can be displayed in twice the quantity--eliminating the costly necessity of having to fill up during peak selling periods.

Increased sales reduce selling cost, thus enabling either a reduction in price to the consumer or more returns to the grower, or both.

2. Quality Protection.--We have all seen those dear souls (and precious customers) tearing stalks of celery apart to see if the heart is brown, doing the same to lettuce, or pressing their thumbs into the tomatoes. Prepackaging prevents all of this. Also, by the use of the right films, the natural moisture and crispness is retained in the produce, eliminating a lot of extra handling by the customer, looking for the good ones.

Quality is protected both in the store's display case and in the consumer's refrigerator when she gets it home until she is ready to use it.

(Example: Lettuce and celery prepackaged and held in our coolers for 13 days.)

3. Reduces Waste.--The best example is on grapes. Bulk grapes can make a lovely show, but from our displays we take from 1 to 5 cases of loose grapes off the counter every night and sell them for 50 cents a lug. Add to this the fact that we have fed our customers grapes all day long and it will be needless for me to say that large displays of bulk grapes are now a thing of the past in our stores.

(Examples of lettuce re-trim and other waste.)

4. A Cleaner Department.--No more leaves on the floor, no more dumping of sacks of root vegetables with the accompanying dust and dirt--just a 100 percent clean, crisp operation which the housewife expects to find and will return time and time again to patronize.
5. Speeds Up Store Traffic.--Surveys show that shoppers spend 25 percent less time in self-service, yet buy 10 to 15 percent more. This is accomplished because there is no waiting for clerks, weighing of goods, or the subsequent bagging. We do not weigh out at check-stands either. Everything must be pre-priced so that we can keep our customers, regardless of the number we have, pouring through the check-stands. There are

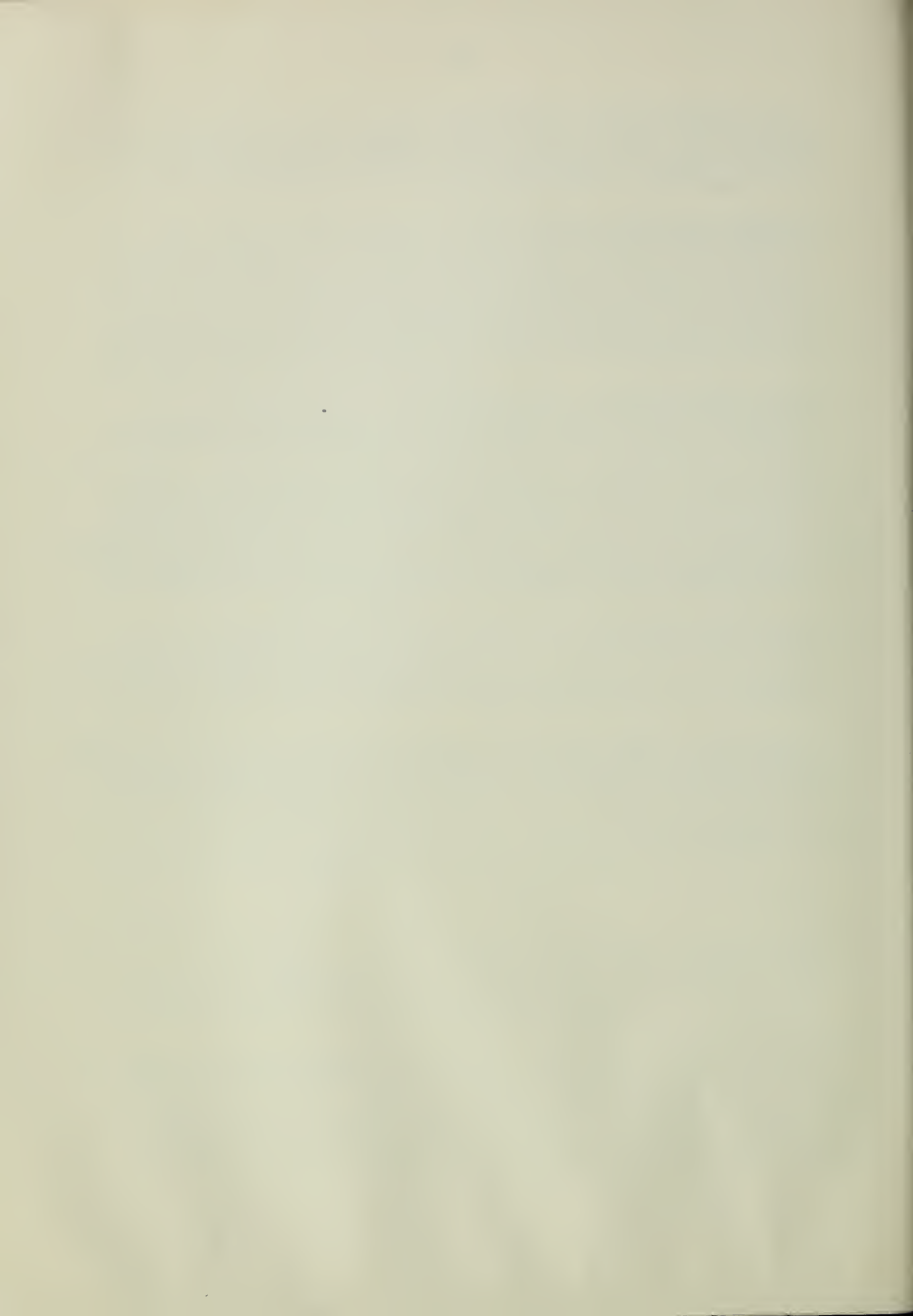
no bottlenecks on those weekend shopping periods. If produce is weighed at the check-stand, it slows traffic down 20 percent. Weekend shopping accounts for 65 percent of the business, so we must prepare ahead to cope with it.

6. Creates a Bigger Net Profit.--By spreading the work evenly over the entire week, labor costs can be minimized--no more peak-period crews or night crews at premium wages to cope with the peak selling period. It's all prepackaged ahead, and as outlined in the other points, waste is almost eliminated, sales are vastly increased and, one other important point, insurance claims from falls due to leaves, grapes, and other wet things on the floor are practically eliminated.
7. Gives Greater Savings to the Consumer and a Better Return to the Producer.--The most important thing to the consumer and producer is increased savings and earnings. Losses and markdowns due to spoilage, prior to prepackaging, were 10 percent. With prepackaging, these losses now run 2 percent and less. Prepackaging materials run 3 and less, or a total of 5 percent. This difference of 5 percent may be diverted to the grower and consumer. (An example of what this 5 percent would amount to: Conservative figures for 1954 show that produce sales through grocery stores amounted to \$4,015,720,000. Five percent of this figure amounts to approximately \$200,000,000.)

Grocers are continually striving to increase volume, which enables them to cut their costs and reduce their prices. In 1931, the grocer's markup ran  $24\frac{1}{2}$  percent; last year it was  $18\frac{1}{2}$  percent, with the grocer clearing less than 1 percent net.

We have always considered the housewife and farmer as our best friends. We strive to push surplus food commodities and we roll out the plush carpet for the housewife.





OUTLINE OF DISCUSSION  
HOW TO EVALUATE YOUR WORK

Frederick P. Frutchey  
Chief, Teaching Methods Research Branch  
Division of Extension Research and Training  
Federal Extension Service, USDA

1. Extension as an educational process is concerned with bringing about changes in the behavior of people.
2. The changes in behavior are the objectives of the program based on the needs of the people.
3. Teaching methods are used to set up learning situations, which implement achievement of the program objectives.
4. Evaluation is the process of determining the extent to which the objectives are reached.
5. Evaluation can range in degree from ordinary everyday observations to rigorous scientific research.
6. As of today many so-called "intangible" objectives of teaching cannot be measured with complete accuracy; but if objectives have reality, they have meaning in terms of knowledge acquired, attitudes changed, skills developed, practices adopted, or action taken, and therefore can be observed.
7. When the objectives are clearly defined and understood, definite evidence of progress in the objectives can be obtained.
8. Three major questions in evaluation are:
  - a. What information is wanted?
  - b. From whom or where will the information be obtained?
  - c. How will the information be obtained?
9. Ten steps in considering an evaluation are:
  - a. Background situation - in which the problem and needs arose.
  - b. Program planning - to solve the problem, meet the needs, and improve the situation.
  - c. Objectives of the teaching program - to clarify the changes in behavior to be reached and hence what is to be accomplished.



- d. Extension teaching methods - how the program is to be implemented; what teaching methods will be used to set up learning situations so progress toward the objectives will result.
- e. Questions to be answered by the evaluation - to make clear the information the evaluation is designed to obtain.
- f. Sampling the population - defining the population and the method of selecting the sample to determine from whom the information will be collected.
- g. How to get the information - interviews, questionnaires, and so forth.
- h. Preparation of the questionnaire - a form on which the information can be recorded for later use, so that memory will not need to be depended upon.
- i. Tabulation, analysis, and interpretation of the information - determining the analysis of the information in order to answer the questions in step "e"; planning the method of tabulating the replies to the questions; and interpreting the results in answer to the questions in step "e".
- j. Use of the findings - how the findings will be used to improve the teaching; how they will be reported to persons involved in the program.

## PERSONALIZING YOUR PUBLIC RELATIONS

C. Preston Robinson  
General Manager, Deseret News Publishing Company  
Salt Lake City, Utah

I am pleased to have the opportunity of meeting with you in your Western Consumer Marketing Training Conference and am honored to have been asked to talk with you on the important subject of Working With Our Public.

I am not sure on what basis I have been given this honor. Certainly, the newspaper work in which I am engaged is not example "A" of the profession which habitually gets along well with its public. I doubt if many people are in hot water so often and so uncomfortably as those of us who are attempting to cover and publish the news. I assure you that in sheer self-defense we grow exceedingly thick skins.

Perhaps this honor is due to the fact that for some 23 years I was engaged in the marketing training field. In any event, I am a great respecter and a deep sympathizer with the work you are doing. I consider it extremely important and wish to add my humble hope that you will continue to enjoy much success in your work.

This great conference is evidence of the importance you yourselves attach to this work. I wish I could have found the time to have attended some of your sessions. As I look over your program and observe your discussion groups in which you have been analyzing your role in marketing, the problem of creative programing, the sources of facts and how to gather, interpret, and distribute them as well as the ways to reach the public and the problem of measuring your success, I am sure had I had the opportunity of listening to your discussions, it would have been much easier for me to adapt my subject to fit your needs.

### Your Central Problem

I am acquainted with some of the work you are doing and have seen a considerable amount of the informative materials you prepare. You have a veritable wealth of marketing information for consumers which, if consumers could be persuaded to accept and use, would be a priceless boon to the marketing habits and living standards of our people. The unfortunate thing is that many people tend to resist those things for which they have great need and I venture to guess that one of your biggest problems consists not in obtaining the information, but rather in getting people to accept and use it.

The heart of this problem lies in the field of public relations and, in a sincere hope that I might say something that might be of value to you, I am taking the liberty to alter my subject slightly and call it Personalizing Your Public Relations.

A short time ago a prominent public relations man conducted a poll to determine the number of people who could recognize and identify pictures of Georgei Malenkov right after Stalin's death, Dean Acheson when he was a controversial figure as Secretary of State, and Joe McCarthy at the time of his "Big Wind." To his amazement, some 30 percent of a so-called informed public failed to identify these people. At the same time, the majority of these people had no difficulty in identifying Marilyn Monroe.

This investigation led this public relations man to the conclusion that the answer to the problem of reaching people is a matter of interest. He concluded "that you have no difficulty in reaching people when you deal in matters in which they are really interested." On the contrary, "it is, for all practical purposes, impossible to reach people at all unless they are interested in what you have to tell them."

### Definition of Public Relations

Public relations has been defined as "the activities of an individual or organization in building and maintaining sound and constructive relations or attitudes with its public or customers, so as to adapt itself to its environment and interpret itself to society." This definition emphasizes the fact that the individual, his attitude, and his personal interests lie at the foundation of successful public relations. In Government activities and relationships, the word for public relations is protocol. In the current issue of the Reader's Digest, there is an interesting article on "The Strange Business of Protocol" which points out how thoroughly the attitudes, interests, and backgrounds of visiting dignitaries are investigated in an effort to avoid that "single slip" in personal relations which might upset years of careful diplomatic work.

In industry, a whole new field of study has opened up with the word "communications." Careful analysis is being made of the ways a business can communicate its ideas, ideals, and objectives both to its employees and to its public. This, too, is public relations.

In your field in the public service, you influence and affect your public in many ways--through your excellent publications, through publicity and news in the public press, through your group activities, and in your individual contacts. Time does not permit a discussion of all of these areas. Consequently, I shall confine my remarks to the area over which we ourselves have immediate and personal control--the individual side--the challenge of personalizing our public relations.

### The Process of Persuasion

Actually, the matter of influencing others, of encouraging them to accept a new point of view, a new idea, or a changed attitude, is a matter of persuasion. In all of our personal contacts, we are constantly engaged in the process of persuasion or, at least, of attempting to persuade. This



is true in business, in the professions, in our home life and our family relationships, and in practically everything we do in human contacts. It is also true that some people have considerably greater persuasive powers than others and are, consequently, able to exert their influence far more effectively. If we analyze the success of these individuals, I am sure we will find that they, consciously or unconsciously, follow certain procedures and apply specific principles in their persuasive efforts.

### The Fundamentals of Persuasion

There are certain fundamentals which are essential to effective persuasion. In the first place, the successful persuader invariably has an understanding of people--what they like, how they react, their interests. To persuade effectively also requires a thorough knowledge of the subject--the product, service, or idea which you hope the other individual will accept. In addition, successful persuasion depends upon a constructive attitude and some knowledge of the technique involved.

### An Understanding of People

An understanding of people is undoubtedly the first and most important element in successful public relations and in the process of persuasion. This is an extremely interesting field for study. There is much we do not know about why people respond and act as they do, what are the basic human drives, and what motivates them. Yet, too, there is much information available to us in this area.

One of the best books I have read on this subject was written some years ago by Dr. Wendell White. It is called *The Psychology of Dealing With People* and discusses in detail his researches in this field. His major thesis is that we need to know more about the basic drives which result in action and the appeals or motivations which can stimulate these basic drives.

Proper appeals can motivate the basic human drives and result in predictable action. This is all predicated upon the idea that the more we know about these basic drives, the better we will be able to understand and utilize them.

The basic human drives, according to Dr. White are (1) a desire for feeling a personal worth, (2) a desire and need for a livelihood, (3) the desire and need for romance, and (4) the desire for variety.

If we are to get a better understanding of people, each of these deserves thorough and extensive consideration. Yet, because of time limitations, I should like to concentrate your attention chiefly on basic human drive No.1.



## The Desire for a Feeling of Personal Worth

Probably the strongest urge that lies deep down within most of us is a desire for self-respect, a desire for a sense of importance, and a feeling of personal pride. This urge expresses itself on the international level through a determined effort to "save face." We know how important this is, particularly in countries of the Middle and Far East. With the individual, it is a matter of feeling wanted and important.

We can be sure, in our contacts with others, if we cross this desire we are sure to build resistance. On the other hand, if we stimulate it constructively we lay the foundation for acceptance and for the accomplishment of the process of persuasion.

Every individual is possessed with a certain pattern of old beliefs or convictions. Any new idea which is presented inevitably comes into contact with these old beliefs. Many of these old beliefs stand up in direct opposition to the new idea, and as soon as the idea crosses these old beliefs, it sets up a pattern of doubt both in respect to the validity of the old belief and the new idea. Only by harmonizing the new idea with these old beliefs can conviction or persuasion be effected.

This fact emphasizes the importance on our part of understanding the old beliefs, ideas, and convictions of those with whom we are dealing. If we have a thorough knowledge of these old beliefs, and if we take them into consideration, perhaps we can present our new ideas in such a way as to avoid direct conflict or at least to show why the old belief is not valid in a specific case and why it should be replaced by the new idea. I emphasize again that this can be done only through an understanding of these old beliefs.

One way we can get a better understanding of these convictions or old beliefs is to consider their sources. We pick many of them up from tradition. They are handed down from one society to another through families and from one individual to another. They are also established through our own past experiences. Experience, of course, is a vital source of conviction. Our own experience guides our beliefs and convictions even though time and circumstance have changed and new experiences might not produce a similar result. In other words, we are not always rational in analyzing the results of experiences.

We also obtain our convictions from the convictions of other people. What others say and believe influence most of us more than we care to admit. This is one of the reasons why testimonials are so effective in the process of persuasion. Repetition, too, helps to establish beliefs and convictions. How often in your own experiences have you doubted some new idea when it was first presented to you, only to experience a gradual growth of belief and conviction as the idea is repeated over and over again. We also obtain many of our convictions and beliefs from authorities. What others in the know, those who are supposedly experts in the field, believe may have an important bearing upon our own beliefs.

If testimonials, tied in with authorities, are used in the process of persuasion, conviction is much more likely to result. Also, many of our beliefs and convictions are based upon pure emotion or upon the actual process of reasoning. However, as someone has said, "we tend to think our way into our feelings far more often than we feel our way into our thinking." There is little doubt but that emotions play a far more important part in beliefs and convictions than does reason.

To repeat, an understanding of these sources of convictions should help us in the process of persuasion. If these are some of the sources from which most of us derive our old beliefs and convictions, then, too, these same sources can be used by us in the process of attempting to build acceptance and conviction for our ideas and objectives.

### Methods of Appealing to a Feeling of Personal Worth

In addition to utilizing our understanding of the process of conviction, we can do much to stimulate or motivate a feeling of personal worth in others through a few simple well-known attitudes and actions. One method consists in knowing how to give a sincere compliment. People like to be complimented provided we are careful to distinguish between flattery and a sincere compliment. A sincere compliment is one which is deserved. We can use it effectively only if we know enough about the individual to make sure the compliment is sincere. Every personal contact will, if we are observant, present many opportunities for sincere compliments. In order to take advantage of these opportunities, we must maintain a constructive attitude rather than a negative one. We must look for the good things in people and try to find the bonafide reasons for extending sincere compliments.

Another important art in the process of stimulating a feeling of personal worth, consists in being a good listener. Listening is the other half of talking. If no one listens, there is no point in talking. The intelligent listener not only pays attention, but also engages in the process of interpretation as he listens. This interpretation not only makes him a more interested companion, but it also can be an amazing educator. It is surprising how much others know, if we take the time and make the effort to listen carefully to them. Furthermore, it is particularly significant how much an attentive listener appeals to the other individual's self-respect and pride.

Some universities these days are giving adult courses in the art of listening. It is such an important part of our human relationships that educators are now recognizing it as a subject to be taught. When we listen carefully, we will be surprised at how smart people really are and how much careful attention will help us to get the facts we need in order to present our own ideas more intelligently.

Another "personal worth" builder consists in the art of giving earned recognition. This art is similar but probably even more important than the



sincere compliment. When an individual does a job or performs a service which he thinks is creditable, it is significantly important that he be given credit for it. Often the rewards of accomplishment which come in the form of recognition are far more important than those of a more material nature.

The ability to express ourselves effectively is another art which, interestingly enough, has an important bearing upon stimulating a feeling of personal worth. Our oral expression, of course, is one of our most effective means of communication. What a person says and how he says it is one of the best reflections of his intelligence, interest, and to some extent his character. Conversation explicit and to the point not only builds respect for the speaker, but is a compliment also to the hearer. Unfortunately, some of us think that we can be more friendly and more informal if we "talk down to our listeners." The actual fact is that such a practice may offend some people and actually insult others. One of our best vehicles in our communications with others and in our problem of working with our public is the spoken word and how we use it. Let's not overlook it. We should cultivate it to the maximum.

Still another factor which will help us in stimulating this basic human drive, a desire for a feeling of personal worth, is that of effective personal presentation. In our contacts with others, we are all aware of the importance of first impressions. If we are to establish friendly, interested, and respectful personal relationships with our public, we must not overlook the importance of our own personal presentations. This personal presentation is based upon physical, mental, social, and character qualities. In working with our public, we should develop the best possible qualities in each of these fields. I am sure there is no need in this group to outline some of the specific personal presentation characteristics that should be developed.

One of the essentials, however, in our personal presentation is the matter of enthusiasm. Enthusiasm, too, functions on principle. Any idea or proposition which we might present in an exaggerated fashion actually produces skepticism in the other individual. On the other hand, an apathetic attitude in anything we do produces indifference, while genuine enthusiasm results in confident interest.

It is amazing how much more important the things we are doing seem to other people if we do them enthusiastically. I doubt that there are many things in our relationships with others that are more important than this attitude of interest and enthusiasm. As a matter of fact, it is very much the expression of our whole personality and attitude. If we like the work we are engaged in, if we are persuaded that we are performing an important service, if we have a full knowledge of our work, and if we are interested in others, we generally express our ideas and perform our work with a spirit of enthusiasm.

In summary, I have attempted to present to you a few simple fundamentals involved in making effective human contacts. I believe these principles and techniques can be applied not only in our own personal relationships, but also in all of the other areas through which we influence others.

In conclusion, I should like to read with you a list of ten commandments of how to get along with people. This list was printed in our own Job Press and has been given to all of our employees who contact the publi

THE TEN COMMANDMENTS OF HOW  
TO GET ALONG WITH PEOPLE

1. Keep skid chains on your tongue; always say less than you think. Cultivate a low, persuasive voice. How you say it often counts more than what you say.
2. Make promises sparingly and keep them faithfully, no matter what it costs you.
3. Never let an opportunity pass to say a kind and encouraging thing to or about somebody. Praise good work done, regardless of who did it. If criticism is needed, criticize helpfully, never spitefully.
4. Be interested in others; interested in their pursuits, their welfare, their homes, and their families. Make merry with those who rejoice; with those who weep, mourn. Let everyone you meet, however humble, feel that you regard him as one of importance.
5. Be cheerful. Keep the corners of your mouth turned up. Hide your pains, worries, and disappointments under a smile. Laugh at good stories and learn to tell them.
6. Preserve an open mind on all debatable questions. Discuss, but don't argue. It is a mark of superior minds to disagree and yet to be friendly.
7. Let your virtues, if you have any, speak for themselves, and refuse to talk of another's vices. Discourage gossip. Make it a rule to say nothing of another unless it is something good.
8. Be careful of another's feelings. Wit and humor at the other fellow's expense are rarely worth the effort and may hurt where least expected.



9. Pay no attention to ill-natured remarks about you. Simply live that nobody will believe them. Disordered nerves and a bad digestion are a common cause of backbiting.
10. Don't be too anxious about your dues. Do your work, be patient and keep your disposition sweet, forget self, and you will be rewarded.

## THE CHALLENGE AHEAD IN CONSUMER MARKETING INFORMATION WORK

G. Alvin Carpenter  
Assistant Director, Utah Extension Service

I have enjoyed participating in this conference. I believe we have gained a little better sense of direction. We have broadened our vision of the problem ahead. We have exchanged many ideas and we hope these ideas will be fruitful in improving the effectiveness of our work when we get home. As workers in this field of marketing, we have a tremendous challenge ahead.

Marketing agricultural products is big business. It amounts to billions of dollars annually. It concerns 5 million farmers, over 1 million handlers, and 165 million consumers. There are now more people employed in food marketing work than there are in agricultural production. The trend is for more and more people to become engaged in marketing and processing of food, with a declining proportion needed in primary agricultural production.

### General Trends in Marketing

The development and application of technology and improved methods of marketing have not kept pace with those in production. Productivity per man hour in performing the marketing services has not kept pace with productivity per man hour in the production field. The rapidly growing population is expanding the market for many agricultural products. The number of consumers continues to increase at the rate of approximately  $2\frac{1}{2}$  million per year. The accelerated trend toward urbanization results in a greater proportion of agricultural products being marketed through commercial channels at great distances. Better knowledge of nutrition and the increasing number of employed married women in the labor force are resulting in changed buying habits and consumer practices. Consumers are demanding more and more marketing services. Marketing costs and spreads are thus increasing. Processing and marketing firms are performing an increasing variety of services, such as packaging and preparing products for immediate consumption, that were formerly done by the consumer in the home. In other words, they are adding "built-in maid service" to the product. Mechanization in the handling of farm products is continuing to increase. The modern self-service retail store has led the way in mass merchandising and lowering some costs of distribution.

The marketing job does not end at the retail store. The task of providing useful information to 165 million consumers requires mass education methods. The average food shopper in America is confronted with the need for knowing more about an increasingly larger number of food products. Today's modern supermarket carries more than 4,500 different items, and the number of items is increasing annually. The multiplicity of items, brands,

and trade marks of foods and related goods in the average supermarket creates a terrific problem for consumers. They are confronted with the problem of which particular item to buy to get the most for their money and to satisfy the needs of their families. With an ever increasing number of items to sell, sales agencies have increased their advertising to consumers to help make sales. It is estimated that the national advertising bill in this country is now over 10 billion dollars annually. In the food field alone it was approximately 500 million dollars in 1955. The number of advertising agencies has increased from 1,800 to 3,300 the last 10 years. We might ask ourselves the question, does the consumer buy more wisely because of advertising? What assistance does the average homemaker need to help her make choices more wisely? What assistance are we in a position to give as extension workers? These are important questions for us to ponder.

### Educational Work in Marketing Is Our Assignment

The original Smith-Lever Act of 1914 gave to Extension broad responsibility for doing educational work on agriculture and home economics with all of the people. This authority included marketing as well as production work. Subsequent legislation has further strengthened the Cooperative Extension Service's position and has designated marketing work as a more specific responsibility. Thus the Extension Service has the assignment to develop and carry out a broad marketing educational program based on research and on the problems encountered on the farms, in the processing plants, in the marketing channels, and with consumers. To be most effective the educational program must be developed cooperatively with all groups involved, including producers, handlers, and consumers. In the past the Extension Service has done more marketing work with producers than they have with handlers or consumers. Gradually we are coming to realize that to be most effective we must include more work with handlers and more work with the consumers so that a better understanding is had and a team approach is developed to center on some of our most pressing problems.

### The Consumer Is King

The more we study the marketing process and try to develop ways and means of increasing sales, the more we come to realize that the "consumer is king." The decisions of the homemakers are usually final in the food business. If she does not buy, there is no business for the retailer which in turn means no business to the wholesaler, and finally no business to the farmer. Understanding of the market thinking of these consumers who make the final decisions is of top priority to all who work with food marketing. The farmer must certainly know what the preferences are for products in the market. I remember hearing the statement that "he who produces what the consumer needs will earn a living, but he who produces what the consumer wants will make a fortune." Now there is a difference in producing what is wanted rather than what we think the market needs.



Since the typical homemaker is constantly trying to determine what is a good buy, it is important that workers in consumer marketing know themselves what constitutes good buys so that they can be in a position to properly inform the homemakers. For example, we should be familiar with the criteria for determining a good buy in meats. Also, what is a good buy in produce? What is a good buy in canned goods? What is a good buy in frozen foods? We could spend much time discussing principles of good buymanship with each of these major categories of food, but you folks are familiar with those principles. To make good buys in food means the mastery of many details and we must be in a position to help homemakers analyze their buying problems. There must be careful organization and interpretation of the material in consumer marketing or the homemaker and the extension worker can easily become confused and discouraged.

### The Job of the Extension Worker

We all know that the primary educational job with consumers in marketing is to provide them useful information concerning agricultural products and services rendered by the marketing system. This information is aimed at helping consumers to choose those products that will best meet their needs and desires in accordance with their resources. To do the job most adequately, we must realize that our approach should be primarily from the consumer point of view. We must be careful not to promote special brands or local commodities too much. Our job, as with all other extension work, is that of presenting factual information and allowing the consumer to make her own decisions. Accuracy in obtaining information and in presenting it is very necessary. The specific job of the consumer marketing specialist might be divided into two major categories.

1. Assembling and interpreting information such as crop reports, market reports, prices, contacts with buyers, market visits, etc. Accurate interpretation of such information is highly important.
2. Disseminating this information clearly and accurately to consumers. Here there is need for clarity and non-technical language which can easily be understood. The material must be very timely and be pertinent to consumers' needs. With the large numbers of consumers, of course, we must use mass media, such as radio, television, press, etc. However, there are other less direct methods, perhaps, that we can develop through the team approach and by using other State specialists, home demonstration agents, institutional agencies, schools, public utilities, and other such groups. I believe that the more we work in this program, the more we realize that a successful program must be built on teamwork between specialists and departments at



our land-grant colleges and with people in the trade and those working with the mass media which we use in disseminating the information. Marketing agencies can provide Extension with valuable facts about the preferences and attitudes of consumers before they are known to anyone else. The retailer is one of the best sources to get consumer preferences. We must develop closer working relations with the trade.

### Suggestions for the Future

The Extension Service in many of the States has made a significant start in the field of consumer marketing information. Our need now is to develop, coordinate, and strengthen the work. We have been given the assignment. We must demonstrate beyond question that we are in the field effectively and can continue on an increasing scale to do an effective educational job for the benefit of the entire population, including producers, handlers, and consumers. Some suggestions for further developing the work might include:

1. All Extension staff members should realize that Extension has educational responsibilities to nonfarm people as well as to farm people. The consumer marketing program affords us an excellent opportunity to broaden our base of operations.
2. States having consumer marketing projects devoted primarily to work in large cities should give some consideration to expanding the program to make it more applicable to surrounding areas and other cities within the State.
3. Efforts should be made to coordinate local programs of home demonstration agents with the consumer marketing project, especially in the fields of food, nutrition, and better buymanship. The consumer marketing person can furnish much information of use to home agents in assisting their local programs.
4. Extension workers other than those directly engaged in the project should become familiar with its aims and objectives and investigate ways and means whereby their work might contribute to a better balanced program.
5. We need to explore new methods for contacting and influencing consumers to change buying and eating habits. Many different types of market tours and demonstrations could be organized.
6. The administrative and supervisory personnel in each State should analyze present programs to see where the consumer marketing work can fit in and strengthen the overall Extension program. We need to develop more balance by tying in more State Extension people. It is not a program of nutrition

or agricultural economics, but one that involves many other subject matter fields in Extension---coordination is needed.

7. We must learn how to relate our consumer marketing work closer to the broader marketing educational program with producers and handlers, using a team approach.
8. We have had 5 or 6 years of experience now, concentrating on food. Perhaps it is time we launched a pilot project with consumer marketing information centered on fibers. This possibility was discussed at the last Extension Marketing Advisory Committee meeting in early April. A proposal was made that such a pilot project be started in the immediate future and located at the University of North Carolina where they have research work and testing laboratories in the field of fibers. Such a pilot project can assemble much valuable information that could have general application throughout the country.
9. I think we all have a challenge to develop evaluation devices and methods to measure our progress and results in this field of consumer marketing. Many of our workers feel that they cannot adequately measure results when using mass media. This is one challenge we must meet. Our marketing committee also discussed the possibility of setting up an evaluation project to be conducted by some impartial agency outside of Extension to measure our progress to date. This might be very revealing and give us ideas as to how we might further develop our program. Such an evaluation project must show results in changes in the buying or the eating habits of people. This may be a bit difficult.
10. One of our important needs is that of personnel training. States with active projects are constantly on the lookout for well-trained people who can handle the consumer marketing program. The training must be broad, including both nutrition and home economics, as well as marketing aspects, and men as well as women. We must change some of our traditional personnel training programs to meet the challenge of this new type of work. We are happy to have had this training workshop in this western area this year, but I am sure there will be need for additional training conferences of this type before very long because this is a dynamic program. We know that Extension people can succeed in this enlarged and dynamic work. Extension's business is working with people. Its success in the field of production is well established and recognized, but it needs more resources to develop an expanding consumer marketing program. All Extension workers need to include some marketing education in their everyday program activities. If we are realistic, we must try to weave marketing into our county extension programs. Administrators, supervisors, and all of us need to develop a broader perspective if we are to meet the challenge and responsibility placed upon Extension to conduct an expanded marketing educational program.





LIST OF MATERIALS DISTRIBUTED BY SPEAKERS AT THE CONFERENCE

1. Objectives of Marketing Information Programs for Consumers. Division of Agricultural Economics Programs, Federal Extension Service, U. S. Dept. of Agriculture, Washington, D. C. April 1956. Slides to be made available as film strips. 16 frames. Colored illustrations of each objective of marketing information programs for consumers.
2. Michigan Advisory Councils to Marketing Information Programs for Consumers. Cooperative Extension Service, Michigan State University, East Lansing, Mich. March 30, 1956. Mimeographed. 15 pp. Describes purpose, membership, and functioning of Advisory Councils for Michigan's Marketing Information Program for Consumers. Includes typical list of council membership, annual meeting program, and suggested guides.
3. Economic References, Marketing Information for Consumers. AEP-57. Wright. Division of Agricultural Economics Programs, Federal Extension Service, U. S. Dept. of Agriculture, Washington, D. C. March 1956. Mimeographed. 9 pp. A bibliography of national economic references of value to Marketing Information for Consumers workers. The economic references are divided into general, marketing and merchandising, dairy products, fish, fruits and vegetables, meat and livestock, poultry and eggs, and processed foods classifications. The compiler of the bibliography is extension economist in marketing at Cornell University.
4. Market News Offices, Location, Commodities, Officials in Charge. Agricultural Marketing Service, U. S. Dept. of Agriculture, Washington, D. C. November 1955. Mimeographed. 12 pp. Lists the location of the various market news offices, the officials in charge, and the commodities covered by each. Listed also are the officials in charge of the commodity divisions at Washington. Seasonal field offices are listed with the periods of operation. Locations of the area marketing information offices and the officials in charge are also indicated. A map of the locations of the market news offices and the market news teletype system is included.
5. Agricultural Statisticians in Charge of Field Offices of Agricultural Estimates Work. Agricultural Marketing Service, U. S. Dept. of Agriculture, Washington, D. C. March 1956. Mimeographed. 2 pp. List by States of the agricultural statisticians, with addresses.



6. Area and Sub-Area Offices. Food Distribution Division, Agricultural Marketing Service, U. S. Dept. of Agriculture, Washington, D. C. March 1, 1956. Mimeographed. 2 pp. Lists officials in charge, addresses, and telephone numbers for the area and sub-area offices of the Food Distribution Division. States served by each office are also indicated.
7. Bureau of Labor Statistics Regional Offices. Bureau of Labor Statistics, U. S. Dept. of Labor, Washington, D. C. June 1954. Mimeographed. 2 pp. Lists the name and address of each of the five regional directors of the Bureau of Labor Statistics' Field Service. States included in each region are indicated.
8. Field Offices of the Census. Bureau of the Census, U. S. Dept. of Commerce, Washington, D. C. May 25, 1955. Mimeographed. 2 pp. Lists the location of the field offices of regional supervisors and district supervisors.
9. Organization Chart, Offices and Laboratories of the Branch of Commercial Fisheries. Fish and Wildlife Service, U. S. Dept. of the Interior, Washington, D. C. March 1, 1956. 2 pp. Provides an organization chart of the Branch showing purposes of the Branch and the activities of the various sections. Lists locations of technological research laboratories, statistical offices, market news service offices, educational and market development offices, and exploratory fishing and gear research offices of the Branch in the field, giving names of officials in charge. Also included are officials of the central office at Washington and the sections they head.
10. Some Western Sources of Economic and Marketing Information for Consumer Marketing Specialists. Thomas. Cooperative Extension Service, Oregon State College, Corvallis, Oreg. May 15, 1956. Mimeographed 3 pp. "Starter" list of leading sources of local and State economic information basic to marketing information for consumers. Annotated.
11. References, Marketing Information for Consumers (A Companion Piece to AEP-57). Hodgson. Division of Agricultural Economics Programs, Federal Extension Service, U. S. Dept. of Agriculture, Washington, D. C. March 1956. Mimeographed. 12 pp. Listing of home economics and food references of value to Marketing Information for Consumers workers. Divided into Federal, National but not Federal, and State sources.

12. Filing System, New York City Extension Marketing Information Program for Consumers. AEP-42. Division of Agricultural Economics Programs, Federal Extension Service, U. S. Dept. of Agriculture, Washington, D.C. March 1956. Mimeographed. 10 pp. An outline of the filing system used at the New York City office, divided into sections on general subject matter, economic reports, and administration and methods. The keying of the various economic and home economic files are indicated.
13. The Plentiful Foods Program. PA-75. Agricultural Marketing Service, U. S. Dept. of Agriculture, Washington, D. C. Revised January 1956. Printed. 4 pp. A brief description of the Plentiful Foods Program of the Department, with sections on the marketing system, how the program works, special programs, what the program accomplishes, how people can cooperate, and whom to contact.
14. Visuals for TV. IP-122. Division of Extension Information, Federal Extension Service, U. S. Dept. of Agriculture, Washington, D. C. Sept. 1955. Mimeographed. 4 pp. Information on why visuals should be used, application of visuals to television, what visuals to use.
15. What Research Shows About Visual Aids. Federal Extension Service, U. S. Dept. of Agriculture, Washington, D. C. June 1949. Multilithed. 54 pp. Material prepared for a visual aids workshop is about the use and effectiveness of visual aids in Extension Service work. It calls attention to books, articles, and studies that provide research on visual aids to help make better use of them. A bibliography of various types of visual aids is included.
16. The ABC's of Look and Run Exhibits. IP-161. Division of Extension Information, Federal Extension Service, U. S. Dept. of Agriculture, Washington, D. C. November 1955. Mimeographed. 3 pp. Provides information on how to plan, develop, make and judge a good exhibit.
17. Visual Aids Equipment. IP-61. Division of Extension Information, Federal Extension Service, U. S. Dept. of Agriculture, Washington, D.C. June 1955. Mimeographed. 11 pp. Listing of different types of visual aids equipment, manufacturers, and prices. Sources of a wide variety of different types of visuals are indicated.
18. Check List for Retail Prices. Extension Food Marketing Program, Cornell University, Ithaca, N. Y. Mimeographed. 4 pp. A form for listing costs per unit for fruits and vegetables, meat, fish, dairy products, canned foods, and frozen foods. This is the check list used at Ithaca in securing retail price information at stores.



19. Food Value Chart. Steininger and Hauck. New York State College of Home Economics at Cornell University, Ithaca, N. Y. Reprinted Nov. 1955 (Cornell Extension Bulletin 670). Printed. 8 pp. Includes a chart showing the nutritive value of some common foods, indicating major nutrients.
20. How Maria Bought a New Dress (Como María Compró Un Traje Nuevo). Food Marketing Leaflet No. 11. Hodgson and Boulton. New York State College of Agriculture and Home Economics, Cornell University, Ithaca, N. Y. Printed. 4 pp. The story of a careful food shopper in cartoon form, in both English and Spanish, prepared for Puerto Ricans in New York City. Provides information on good food buying, with saving money for a new dress the incentive.
21. Highlights Kit. Extension Food Marketing Program, Cornell University, Ithaca, N. Y. Mimeographed. 12 pp. A kit of materials for explaining Highlights and promoting its use in small institutions. Contains sample copies of the release for small institutions, a map of the distribution of the release, and a sample questionnaire for use in checking the institution mailing list.
22. Buying Food for Your Nursing Home. Food Marketing Leaflet No. 12. Proud. New York State Extension Service, Cornell University. March 1956. Printed. 32 pp. Contains information for operators of nursing homes on planning menus, purchasing food, facts on canned foods, food marketing tips, placing orders for food, quantity recipe information, and references.
23. Western Utilization Research Branch. Copley. Agricultural Research Service, U. S. Dept. of Agriculture, Washington, D. C. Printed. 24 pp. Gives origin, organization, and activities of the Western Regional Research Laboratory located in Albany, Calif. Lists staff members and addresses for all four branches of Utilization Research.
24. Evaluation Outline. ER&T-87. Frutchey. Division of Extension Research and Training, Federal Extension Service, U. S. Dept. of Agriculture, Washington, D. C. March 1956. Mimeographed. 13 pp. Development of an example of evaluation in the Marketing Information for Consumers field, outlining in detail the ten steps to follow.
25. Extension Evaluation. ER&T-62. Frutchey. Division of Extension Research and Training, Federal Extension Service, U. S. Dept. of Agriculture, Washington, D. C. March 1956. Mimeographed. 11 pp. A talk originally presented at a special meeting for European extension leaders at Washington in Nov. 1954. Reviews the importance of evaluation, the ways of doing it, and the use of the results.

26. Score Card for Judging Questions. Division of Field Studies and Training, Federal Extension Service, U. S. Dept. of Agriculture, Washington, D. C. Oct. 1950. 1 p. A score card for judging questions to be included in evaluation questionnaires. These were prepared by a committee of home demonstration agents in Md. and made available by the Federal Extension Service.
27. Sample Questions - Radio and Television. ER&T-96. Division of Extension Research and Training, Federal Extension Service, U. S. Dept. of Agriculture, Washington, D. C. March 1956. Mimeographed. 1 p. Five sample questions for use in evaluation questionnaire to determine listening habits, whether heard a specific program, whether use was made of information received.
28. Sample Questions - News Article. ER&T-97. Division of Extension Research and Training, Federal Extension Service, U. S. Dept. of Agriculture, Washington, D. C. March 1956. Mimeographed. 1 p. Four questions to use in an evaluation questionnaire to determine readership of a good buys column, use of information, and what other things should be included in the column. These questions were adapted from a study of the Ramsey Journal in New Jersey.
29. Evaluation References. ER&T-95. Frutchey. Division of Extension Research and Training, Federal Extension Service, U. S. Dept. of Agriculture, Washington, D. C. March 1956. Mimeographed. 1 p. A list of references providing information on various aspects of evaluation in general and in Extension Service work.
30. Suggestions for Interviewing. ER&T-94. Frutchey. Division of Extension Research and Training, Federal Extension Service, U. S. Dept. of Agriculture, Washington, D. C. March 1956. Mimeographed. 1 p. Information on how to gain the cooperation of interviewees, to get accurate information, and to leave a good impression.
31. Does Your Annual Report Do You Justice? AEP-64. Ueland. Division of Agricultural Economics Programs, Federal Extension Service, U. S. Dept. of Agriculture, Washington, D. C. March 1956. Mimeographed. 4 pp. Includes an outline of annual reports on marketing information programs for consumers prepared by the Federal Extension Service and two examples based on hypothetical cases which illustrate the type of results reports that are needed.





## REPORT OF TRAINING COMMITTEE

This committee considered the needs for training and ways in which it might be provided.

- I. First consideration was given to the training necessary for consumer marketing work. Among the courses and experience which would be helpful are--

### Major areas:

- A. Agricultural Economics
- B. Consumption Economics
- C. Home Economics

### Supporting areas:

- A. Communications
- B. Human Relations
- C. Extension Methods

### Work experience:

- A. Commercial experience
- B. Teaching experience
- C. Extension experience
- D. Research experience

- II. The committee notes that thus far most workers in the program have been women. However, the qualifications for an ideal person might fit a man who is trained in many of these areas. How can we get men interested in this field?

- A. Create interest among commodity marketing specialists who might want more diversified work.
- B. Give status to the work. If our work includes information relating to general marketing, agricultural economics, consumption economics, and the like, there should be more appeal to men to enter this field.
- C. Point out the stability and the growth of this program.
- D. Point out the many areas of work which are included in a marketing information for consumers program.

- III. Where can we look for new personnel to work on the programs?

- A. Commercial work, such as newspaper work or utilities. These people would have good foods experience.
- B. Teaching field
- C. Institutional field
- D. Extension

- IV. Projects already under way might consider taking undergraduate students during the summer to work as assistants. This could develop interest from undergraduate students. Also teachers might be used in the project during the summer to interest them in the program as a possible job opportunity.
- V. The committee continued by giving consideration to the types of training which would be valuable for the workers in marketing information for consumers. At the present time we do not have available people who are specially trained for this field. Therefore, it is felt that it is necessary to take people with a good basic agricultural or home economics background and give them necessary in-service training.

States in which new projects are being started or new workers are being appointed might well give consideration to the advisability of starting the new workers at the college. Several months could be allowed there for orientation and development of a good working arrangement with extension and resident personnel. During the same orientation the new worker could visit metropolitan areas and production areas in the state with the various marketing specialists to get acquainted and to develop a set of plans for the type of program needed in the state. Activities to be continued for a long time might develop slowly but with a strong footing and support.

States starting new projects or appointing new personnel should give consideration to the advisability of sending the new person to visit projects which are well established and successful in other states. The amount of money invested in such visits would be small in proportion to the total amount of money to be spent eventually in the project and would be a good investment in developing a good long-range program.

The committee discussed the great value in both extension summer schools and consumer marketing conferences to the workers in this project. They feel that both these methods for getting training to the worker serve a distinctly different purpose. They suggest that regional conferences and summer short courses at extension schools be held in alternate years.

Every effort should be made to select summer school teaching personnel who are closely associated with consumer marketing work and are enthusiastic about the program. This factor is felt largely responsible for the success of the 1954 summer session at Cornell. If possible, the summer short courses should be rotated to different areas of the country so that transportation will not be a burden to workers interested in the summer school.

An effort should be made to secure scholarships for consumer marketing personnel to attend short courses or summer sessions.

A course similar to that offered at Cornell in 1954 might be alternated with other courses pertinent to marketing information for consumers such as retailing, statistics, and the like.

The committee is glad to see the expansion in number of personnel working at the Federal level on this program. State workers would like to have Federal consumer marketing personnel visit them upon their request. Such visits should be of sufficient duration to allow the state and Federal workers to attack specific problems in the state visited. Every effort should be made to make certain that enough time is set aside to allow the consumer marketing specialist to get specific help with the problems in his area.

Training Committee Members

Frances Clinton  
Chester Freeman  
Helen Goodrich  
Mary Loughhead  
Mabel Mack  
Helen Prout

Dorothy Sherrill  
Ruth Sneed  
Ruth Tippetts  
R. M. Turner  
Gale Ueland  
Carlton Wright





REPORT OF RESEARCH COMMITTEE

This committee considered the research available and additional research needed by workers in marketing information programs for consumers.

- I. The committee recognized that there is much research now available from Federal, State and industry sources. We feel that there is an urgent need for a bibliography of all this research material to be made available to us. Such a bibliography would include the following areas--
  - A. Production practices pertinent to consumers
  - B. Marketing practices pertinent to consumers
    1. Packaging
    2. Grades and labels
    3. Handling - transportation, display, overnight storage
  - C. Consumption of food
    1. Urban
    2. Rural
    3. Income levels
    4. Age groups
  - D. Consumer buying information
    1. Nutrition
    2. Selection
    3. Preparation methods
    4. Varieties and use
    5. Home care
    6. Preservation
    7. Price trends
    8. Storage
  - E. New product information
- II. The committee recognized that research has been done in many of these areas. However, many of us are unaware of all of the studies which might be pertinent to our needs. Special attention should be given to areas such as--
  - A. Storage information
    1. Facilities in the home
    2. Recommended length of home storage of food products
      - a. Shelf storage
      - b. Refrigerator storage
      - c. Freezer storage

- B. More time and cost comparisons
- C. Consumer acceptance studies
- D. More information about consumer buying habits, such as--
  - 1. Impulse buying
  - 2. Weekend shopping
  - 3. Whom are we trying to reach? Consumer groups, such as--
    - a. Young homemaker groups
    - b. Different nationality groups
    - c. Older groups
    - d. Small institutions
- E. More material on the economics of costs -- information on what affects the costs of foods.
- F. New product information

### III. Recommendation:

- A. There needs to be someone to interpret and condense the information pertinent to MIC workers.
- B. All MIC workers should be familiar with the research going on in their state and report such research to the central source.

#### Research Committee Members

Constance Burgess	S. Q. Hoobler
G. Alvin Carpenter	Jack Ishida
Mary German	Zelma Reigle
Oscar Hagg	Roy Stephens
E. W. Harvey	Beatrice Tanielian
Ruth Hodgson	Marion Thomas
Doris Urquhart	

CONFERENCE PROGRAM

Sunday Evening (May 13) - Benton Hotel

- 5:00 Registration  
6:00 Oregon Welcome

Monday Morning (May 14) - 208 Memorial Union

OUR ROLE IN MARKETING

Chairman - Mabel C. Mack  
Assistant Director of Extension, Oregon State College

- 8:30 Janus

Mabel C. Mack, Oregon  
Gale Ueland, Federal Extension Service

The Place of Marketing Information for Consumers in the  
Overall Extension Program

F. L. Ballard, Associate Director of Extension  
Oregon State College

The Aims of Marketing Information Programs for Consumers

Sharon Hoobler, Federal Extension Service

- 10:00 Recess

- 10:30 The Marketing Information Program for Consumers As We See It

Moderator: Jean W. Scheel  
Assistant Director of Extension, Oregon

Panel Members: Alvin Carpenter  
Assistant Director of Extension, Utah

Roland Groder  
Marketing Specialist, Oregon

E. W. Harvey  
In Charge, Seafoods Laboratory, Oregon

Helen Prout  
State Leader of Home Economics, Washington

S. Kent Christensen  
Agricultural Economist, Oregon

Announcements

- 12:00 Lunch



Monday Afternoon - 208 Memorial Union

CREATIVE PROGRAMING

Chairman - Helen Prout  
State Leader of Home Economics, Washington

1:15      How to Keep Your Program Growing

Moderator:      Gale Ueland, Federal Extension Service

Panel Members: Dorothy Sherrill, Oregon  
Beatrice Tanielian, Utah  
R. M. Turner, Director of Extension, Washington  
Carlton E. Wright, New York

2:15      Discussion

Leader: Mabel C. Mack, Oregon

3:00      Recess

3:15      Synopsis

Announcements

3:30      Meeting of Committees:

Training - Room 212

Research - Council Room

5:00      Adjourn

Tuesday Morning (May 15) - 208 Memorial Union

SOURCES OF MARKETING FACTS

Chairman - R. M. Turner  
Director of Extension, State College of Washington

8:30 Prelude

Doris Urquhart, Washington

What Information Do You Need? Where Can You Get It?  
How? When?

Moderator: Alvin Carpenter  
Assistant Director of Extension, Utah

Panel Members: Carlton E. Wright, New York  
Marion Thomas, Agricultural Economist, Oregon  
Ruth Hodgson, Federal Extension Service  
Helen Goodrich, California

10:00 Recess

10:30 A Way to File Your Information

Ruth Tippetts, Utah

Information Others Can Give You

Moderator: Charles W. Smith  
Assistant Director of Extension, Oregon

Panel Members: Ed Coles, Secretary, Oregon Cattlemen's Assn.  
  
G. Chester Freeman, Chief, Food Trades Branch  
Agricultural Marketing Service, USDA  
  
J. F. Short, Director  
Department of Agriculture, Oregon  
  
Glen Silverthorne, Tops All Foods  
Portland, Oregon

Announcements

12:00 Lunch

Tuesday Afternoon - 208 Memorial Union

WAYS TO REACH THE PUBLIC

Chairman - William Y. Fowler  
Livestock Marketing Specialist, Oregon

1:15      How to Market Your Information

Arnold Ebert, Agricultural Information Chairman  
Oregon State College

Milt Foland, Director, Portland Office  
Pacific National Advertising Agency

Emma States, Home Economist  
Pacific Kitchens, Seattle, Washington

3:00      Recess

3:30      Visual Ideas

Donald T. Schild, Federal Extension Service

Announcements

5:30      Adjourn

Wednesday Morning (May 16) - 208 Memorial Union

WAYS TO GATHER, INTERPRET, AND DISTRIBUTE INFORMATION

Chairman - Frances Clinton  
State Leader, Home Economics Extension, Oregon

8:30 Prelude

Dorothy Sherrill, Oregon  
Zelma Reigle, Oregon

9:00 Case I

Ruth Hodgson, Federal Extension Service  
Doris Urquhart, Washington  
Charles M. Fischer, Poultry Marketing Specialist, Oregon  
Gale Ueland, Federal Extension Service

10:15 Recess

10:45 Case II

Carlton E. Wright, New York  
Ruth Tippetts, Utah  
Ruth Hodgson, Federal Extension Service

Announcements

12:00 Lunch



Wednesday Afternoon - 208 Memorial Union

FACTS TO FIT THE NEED

Chairman - Mary Loughhead, Montana

1:15 A View of Our Wares

Chairman: Constance Burgess, California

Participants: Ruth Hodgson, Federal Extension Service  
Dorothy Sherrill, Oregon  
Beatrice Tanielian, Utah  
Carlton E. Wright, New York

Announcements

2:30 Recess

3:00 Committee Meetings

5:00 Adjourn

Wednesday Evening

7:00 Dinner - Benton Hotel

Thursday Morning (May 17) - 208 Memorial Union

MEASURES OF SUCCESS

Chairman - Helen Goodrich, California

8:30 Prelude

Irvin C. Feustel, Extension Utilization Specialist, California  
How to Evaluate Your Work

Frederick P. Frutchev, Federal Extension Service

10:00 Recess

10:30 Does Your Annual Report Do You Justice?

Gale Ueland, Federal Extension Service  
Working With Our Public

O. Preston Robinson, General Manager  
Deseret News Publishing Company, Salt Lake City, Utah

Announcements

12:00 Lunch

Thursday Afternoon - 208 Memorial Union

OUR OUTLOOK

Chairman - Mary German, Washington

1:15 Your Thoughts on--

Research

Training

Janus Again

Taking Stock - Gale Ueland, Federal Extension Service

Marketing Futures - Alvin Carpenter, Assistant Director of  
Extension, Utah

Announcements

3:15 Adjourn

ATTENDANCE AT THE CONFERENCE

Ballard, F. L.	Director of Extension Service College of Agriculture, Oregon State College, Corvallis, Oreg.
Burgess, Constance	MIC 126 Giannini Hall, Univ. of Calif. Berkeley 4, Calif.
Carpenter, G. Alvin	Assistant Director of Extension Service Utah State Agricultural College Logan, Utah.
Christensen, S. Kent	Assistant Agricultural Economist Oregon State College of Agriculture Corvallis, Oreg.
Clinton, Frances	State Leader of Home Economics Extension Oregon State College of Agriculture Corvallis, Oreg.
Coles, Ed	Executive Secretary, Oregon Cattlemen's Assn., Box 176, Prineville, Oreg.
Cowden, Loretta V.	Field Agent, Western States, Division of Home Economics Programs, Federal Extension Service, USDA.
Ebert, Arnold C.	Agricultural Information Chairman Oregon State College of Agriculture Corvallis, Oreg.
Feustel, Irvin C.	Extension Utilization Specialist Western Utilization Research Branch 800 Buchanan Street, Albany 10, Calif.
Fischer, Charles M.	Extension Poultry Marketing Specialist Oregon State College of Agriculture Corvallis, Oreg.
Foland, Milton A.	Director, Pacific National Advertising Agency, Portland, Oreg.



Sneed, Ruth	MIC New Mexico College of A & M Arts State College, N. Mex.
States, Emma	Home Economist, Pacific Kitchens 2124 Fourth Avenue, Seattle, Wash.
Stevens, Roy C.	Fishery Marketing Specialist, 2725 Montlake Boulevard, Seattle 2, Wash.
Tanielian, Beatrice S.	MIC 401 Federal Building Salt Lake City 1, Utah.
Teal, Ray H.	Extension Seed Marketing Specialist, Oregon State College of Agriculture, Corvallis, Oreg.
Thomas, Marion D.	Extension Agricultural Economist, Oregon State College of Agriculture, Corvallis, Oreg.
Tippetts, Ruth P.	MIC 373 Federal Building Logan, Utah.
Turner, R. M.	Director of Extension Service Washington State College of Agriculture, Box 328, College Station, Pullman, Wash.
Ueland, Gale	MIC Acting Chief, Consumer-Distributor Marketing Branch, Division of Agricultural Economics Programs, Federal Extension Service, USDA.
Urquhart, Doris	MIC County Extension Office Walla Walla, Wash.
Walker, Maud	Spec. in Group Development and Sociology Oregon State College of Agriculture Corvallis, Oreg.
Wright, Carlton E.	MIC Warren Hall, Cornell University Ithaca, N. Y.



